Proposal

The Mx Group

Dear Lynn:

Thank you for allowing The Mx Group to participate in your website redesign and ongoing maintenance vendor review process. The Mx Group understands the importance of this rebrand as a next step for you, and is uniquely qualified to help make it happen.

Our strategy, design and digital development teams have deep experience in the automotive software industry and across the spectrum of your specific requirements, including UI/UX design and technical integrations. We have implemented over 200 B2B sites, many with similar business and marketing challenges as F&I Express'.

This proposal is based on the initial information we have discussed with you and the review work we've done over the past few days. We are certain that some elements will expand or contract based on the initial discovery process we conduct, but the core processes and way of thinking will remain consistent. We look forward to answering any questions that you might have, and to collaborating with you and your team as we move forward.

Thanks again for this opportunity.

Sincerely,

Kelsey Miller
Account Manager
The Mx Group

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Your Situation

F&I Express has an opportunity to reinvigorate engagement and sales through a redesigned website. As the business has expanded, a variety of different services attending different needs have emerged. As F&I Express is undergoing a rebrand, F&I Express wants a new website that delivers a clear and compelling message to a variety of audiences and engages visitors, leading to sales opportunities.

With many different software services available, the comprehensive brand promise of F&I Express is not fully realized online. Further, the diversity of offerings and variety of audience creates complexity in the message, which dilutes the brand position and may create a barrier to engagement and sales.

As F&I Express undertakes the brand refresh to create a more unified message and approach, the new brand direction will take stronger shape in the new website. The following are the core project objectives for F&I Express' website initiative:

- Update your existing site with new content, design elements and messaging from the new brand platform.
- Ensure the new site presents a consistent and compelling brand experience.
- Align content and user experiences with the various audiences that F&I Express serves.
- Ensure the site is responsive across browser, tablet and mobile experiences.
- Leverage coding best practices and maximize the CMS to facilitate accessibility, performance optimization and maintenance efficiency.
- Perform ongoing maintenance to the site after go-live.

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Our Approach

The Mx Group offers in-house comprehensive and leading-edge web design, front end development, and web and mobile application development.

Our team of UX designers, front end developers, programmers, quality assurance analysts and business analysts has deep experience across a range of technologies and disciplines. From user interface design to HTML/CSS and development, CMS implementation, custom web and mobile applications, integration with third-party systems and databases, and more, our team is capable of creating compelling and relevant online content to engage your audience and move them through the buy cycle.

Our website development approach starts with foundational strategy work, and then moves through iterative waves that borrow from the Agile Method of Development.

The following graphic and pages present a summary of each main step in our development process:
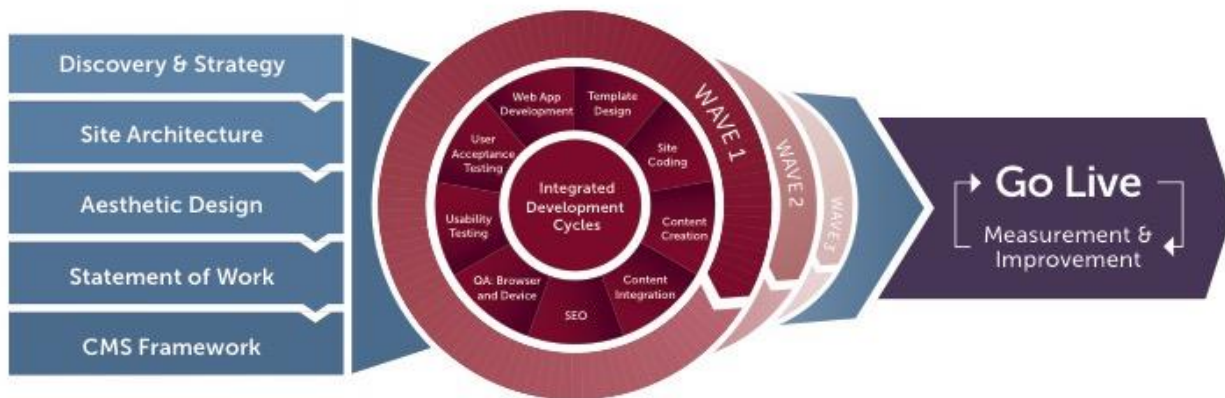
Discovery & Strategy

Every web firm has a process that includes some type of discovery. Our foundational approach is far broader than most. We don't just collect the details about the site you think you should build; rather, we help you figure out what you really need to build. Based on a thorough understanding of your business objectives, we'll implement a plan that will allow you to maximize your investment in your web assets and achieve your short- and long-term objectives.

We start each engagement by working with the client to understand and define their business needs and articulate critical user experiences. We establish the desired feature set in a user-centric way, to ensure that design and implementation best serve the user's goals. We also determine the functional and technical solutions that will support these features and deliver on strategy and scope.

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Major activities in our typical discovery & strategy phase include:

- Facilitated deep-dive discovery sessions with stakeholders
- Site analytics review and benchmarking
- SEO review and assessment
- Interviews with key internal stakeholders and subject-matter experts

Site Architecture

Converting relevant site traffic into qualified sales opportunities is a key focus for every marketing or lead generation site we design or develop. We help our clients dramatically improve conversion rates and increase lead flow through a focus on resonant content, clear navigation paths through the site and compelling engagement tools at all stages of the buying cycle — making it easy for visitors to raise their hands in different ways.

We build information architecture solutions around the needs of a site's key audiences. We focus on aligning content assets with audience needs at all stages of the buy cycle, creating intuitive engagement and conversion paths that turn our clients' websites into lead generation engines.

Beyond site navigation, The Mx Group uses a wireframing process for content architecture at the section, page and feature levels. This strategically aligns site organization and functionality with critical user needs and desired user experiences.

Aesthetic Design

We bring a full set of creative design resources to our web development processes. Our approach integrates sophisticated design with best practices in usability, search engine optimization and conversion optimization. Our design team works with front end developers and usability experts to design sites and user interfaces that activate the brand with interactive content and create experiences designed to engage the audience online.

In the concept stage, we typically show two different concept paths. Based on your feedback, we will finalize a concept path for your approval. Once a concept is approved, design for all remaining site templates occurs in our integrated development cycles stage.

Discovery Conclusions and Scope Confirmation

At the conclusion of the Discovery, Site Architecture and Aesthetic Design phases, The Mx Group delivers a Scope Confirmation for the project that will confirm that facts that have come to light in Discovery align with budget expectations and / or engage you in prioritization.

For the purposes of delivering initial pricing in this estimate, we have made many assumptions that will be explored and refined in the Discovery process. These include browser standards, template volume and complexity, code standards, integration requirements, and others detailed on the Key Assumptions page in this document.

Our Scope Confirmation typically includes the following (though additional sections may be added as needed as we move through the Discovery process):

- Device & Browser Standards
- SEO
- Site Analytics
- Social Media Integration
- Site Map

![The Mx Group logo]

- Page Layout Map & Content Authoring
- Search
- Blog
- Third-party Content Integration
- Video Playback
- QA & Testing
- Staging, Deployment & Hosting
- Finalized Estimate
- Detailed Schedule
- Signature Page

CMS Framework

Taking into consideration the design and technical needs for the new website, and the fact that F&I Express experience with WordPress has been mainly positive, The Mx Group would recommend staying on WordPress for the new website. In the new iteration of the site, we would recommend a structured content paradigm. This would enable F&I Express internal team to make edits with little to no HTML experience.

Integrated Development Cycles

The Mx Group conducts integrated development cycles that result in a complete and working subset of pages and functionality at the end of each wave, similar to the Agile Method of Development. This approach allows for an iterative development process that gives our clients fully working sections of the site throughout the development timeline, rather than only at the end. Our team specifies what work will be completed in each development cycle during Discovery. We define and prioritize development cycles based on your preferences, complexity, scope, timing and dependencies.

Each integrated development cycle includes the following:

- Template Design: Section- and/or page-level wireframing and design for any pages or content included in the cycle.
- Site Coding: All front and back end development and CMS configuration.
- Content Creation: Typically, we develop all content required for any pages or features included in the cycle. Depending on scope, these services may or may not be included. Should content needs arise, The Mx Group offers comprehensive in-house content development capabilities including design, copy, video and interactive tools.
- Content Migration: All content is either migrated or populated via the CMS admin interface for all pages and features included in the cycle. Our clients sometimes elect to populate some or all content via the CMS admin, and we have broken out this activity in our pricing.
- SEO: Our SEO experts work with designers and front end developers to ensure all pages and content in the cycle are optimized for organic search. Content development is also integrated, with copywriters working in full alignment with keyword strategies.
- QA Browser and Device Testing: All pages and content in the cycle are put through quality assurance testing and assessed for all browsers and devices specified in the scope confirmation.
- Usability Testing: If part of the project scope, usability testing for the complete set of content in the cycle is conducted. This is another advantage of the integrated development cycle approach—developing pages and content in cycles allows for early testing of complete sections/pieces of functionality.
- User Acceptance Testing: The client team is given the complete section/set of content for internal review and testing. Revisions and refinement are made based on usability testing and user acceptance testing.

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Our Proposal

Option 1: The Mx Group recommends an all-encompassing update to the F&I Express website including analyzing and improving the site architecture, making sure all of the content is properly nested and creates a logical user flow, implementing the rebranded F&I look and messaging to the site, optimizing SEO and updating WordPress to provide easy editing capabilities. This approach would include:

Deliverable	Estimate
Discovery & Strategy	$12,500
Discovery meetings: project, brands, objectives, audiences & needs	$4,000
SEO review (analytics review / establish benchmarks)	$5,000
Content and page level mapping	$3,500
Design	$23,000
Wireframe design desktop	$8,000
Wireframe design mobile	$2,000
Photoshop design of wireframes	$13,000
CMS Framework	$1,500
Server setup	$1,500
Integrated Content Web Development	$50,000
Hi-fidelity design template development	$17,000
Content creation	$22,000
Copywriting: new content	$10,000
Copywriting: revisions to existing pages	$7,000
Images	$5,000
Source / create content images	$3,000
Image cropping / resizing / editing	$2,000
Content integration	$1,500
Configure data capture forms	$2,000
SEO	$5,000
QA: browser & device	$2,500
Go-Live	$2,000
Handoff to F&I Express team for deployment	$1,500
Post go-live test	$500
Total Estimate	**$89,000**
Reoccurring Additional Expenses	
Gravity Forms plugin	$150 per year

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Option 2: We understand the budget paradigm that F&I Express has historically worked under. If there are components of the project that F&I Express would like to deprioritize until a later date, The Mx Group can do so if necessary.

If F&I Express would like to take more of a phased approach to the site updates, The Mx Group would suggest first focusing on rebranding the homepage and making small updates across the site to make it feel unified (logos, brand colors).

Deliverable	Estimate
CMS Framework	$1,500
Server setup	$1,500
Rebranding	$4,500
Logo, color and brand updates/reviews	$4,000
QA: browser & device	$500
Go-Live	$2,000
Handoff to F&I Express team for deployment	$1,500
Post go-live test	$500
Total Estimate	**$8,000**

Then, as a phase two, rearchitect the site structure, making sure all of the content is properly nested and creates a logical user flow. The Mx Group is prioritizing this step because F&I Express would see immediate SEO value from improved site architecture and would receive better conversions since the site would be easier for users to navigate.

Deliverable	Estimate
Discovery & Strategy	$7,500
Discovery meetings: project, brands, objectives, audiences & needs	$4,000
Content and page level mapping	$3,500
Site Structure	$14,500
Wireframe design	$3,000
Photoshop design of wireframes	$3,000
Implement new site architecture	$6,000
QA: browser & device	$2,500
Go-Live	$2,000
Handoff to F&I Express team for deployment	$1,500
Post go-live test	$500
Total Estimate	**$24,000**

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Lastly, phase three would encompass rebranding the remaining components of the site, creating any new pages, SEO optimization of key pages and updating WordPress to be more user-friendly.

Discovery & Strategy	$5,000
SEO review (analytics review / establish benchmarks)	$5,000
Design	$20,000
Wireframe design desktop	$6,000
Wireframe design mobile	$2,000
Photoshop design of wireframes	$10,000
Integrated Content Web Development	$45,000
Hi-fidelity design template development	$15,000
Content creation	$19,000
Copywriting: new content	$9,000
Copywriting: revisions to existing pages	$5,000
Images	$5,000
Source / create content images	$3,000
Image cropping / resizing / editing	$2,000
Content integration	$1,500
Configure data capture forms	$2,000
SEO	$5,000
QA: browser & device	$2,500
Go-Live	$2,000
Handoff to F&I Express team for deployment	$1,500
Post go-live test	$500
Total Estimate	**$72,000**
Reoccurring Additional Expenses	
Gravity Forms plugin	$150 per year

Ongoing Maintenance: The Mx Group will perform ongoing maintenance to the site after deployment to production. Part of the ongoing monthly maintenance budget will be for WordPress updates and the other for minor content changes to the site.

Deliverable	Estimate
Ongoing Maintenance	
WordPress updates	$500
Ad hoc monthly content updates	$500
Total Estimate	**$1,000/month**

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Key Assumptions

Content: The Mx Group identified 532 total pages with valid URLs. These pages consist of about 30 content marketing pages and the remaining pages are blog, article and news pages.

Copy Writing: The Mx Group will plan to write copy for the homepage and key strategic pages determined during the discovery and strategy phase. The Mx Group estimates that of the 30 content marketing pages, 15 pages will need to be redeveloped and 15 pages will need to be edited and refreshed to match new branding and messaging. The Mx Group will copy edit all new copy, including content provided by F&I Express before integrating into WordPress. (Copy that is directly imported, such as historical blogs, will not be copy edited.)

Image Sourcing: The images for the new website will be drawn from source images provided by F&I Express based on the recent rebranding. However, we have accounted for cropping, resizing and editing as needed. The need for additional images will be assessed once the final designs are created. Costs for purchasing stock imagery have not been included in this estimate.

Streaming Video: Videos will need to be optimized (properly encoded, sized, etc) by F&I Express for proper playback on the web and varying devices

Template Design: The estimate is based on our past experience for the number and complexity of templates that will be required for your website. We approach template design with a focus on user experience, CMS simplicity, and content strategy. We anticipate that your new website will be comprised of a variety of template styles that fit into three main groups.

- Simple: Large area of text; images inserted throughout text.
- Medium: Visual groupings such as columns, modules and call outs. Equal balance between structured and open text areas. Contains little to no dynamic content.
- Complex: Highly structured and custom content areas that may include dynamic content

Content Migration: F&I Express will grant The Mx Group access to the current production site to retrieve current site assets and content.

Server Setup: The Mx Group will be responsible for the setup and hosting of all new website staging environments.

WordPress: The Mx Group recommends that F&I Express remain on WordPress as their CMS platform based on your current and future requirements. Forms on the F&I Express site will be captured within WordPress and will send notifications to specific users that F&I Express provides. Integration of the site with any 3rd party systems or F&I Express' Salesforce is out the technical scope.

Technical Discussion: The Mx Group requires a call to determine handoff requirements to the F&I team and to discuss the maintenance workflow (version control and deployment process). The Mx Group will package the site and hand it off to the F&I Express team for deployment. The Mx Group will require a staged location from F&I's side to test and confirm that everything is working properly before deployment to production.

Login Portal: F&I Express login portal is out of any technical scope.

Internet Explorer 10 and below: Requires a significant amount of work to accommodate browsers and devices, therefore out of scope. The Mx Group can reevaluate your browser support needs after analyzing F&I Express site analytics.

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Multilingual: English is the only language that is in the scope of work.

Timely Responses: F&I Express will respond with deliverables and feedback reasonably near to scheduled dates for review. Long delays may create additional costs and delay the schedule.

Ongoing Maintenance: The Mx Group will perform ongoing maintenance to the site after deployment to production. The Mx Group will have an ongoing monthly maintenance budget for WordPress updates and minor content changes to the site. This budget could expand or contract based on the deployment process with the F&I Express internal team. For projects deemed outside of ongoing maintenance, The Mx Group will provide F&I Express with a Work Estimate for approval.

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Thank you for considering us!
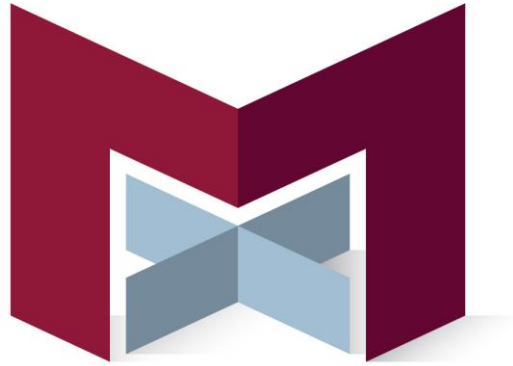
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