

March 3, 2019

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Dear City of Colwood,

According to the "City of Colwood Website Redesign" request for proposal, we are submitting a proposal for the new website. We, The JETAR Web Developing Company, have three years of experience in websites development and web applications. We have previously worked with big companies such as Delta Co and Ridge Corporation.

The website redesign is a three months project divided into six phases with a total cost of \$103,000. The team responsible for this website is currently composed by five people: two web developers; one programmer; one analyst; one project manager. The website will have cross-browser capabilities and a responsive layout to support devices of various sizes; Have an events calendar; A news section for updating residents and visitors; Notifications on the main page for important events/news; Make surveys for users. All these features will be implemented through the Django CMS, our team will hold trainings for the City of Colwood Staff to make sure they know how to manage the website.

All the details, including all the budget information and phase descriptions are included in the proposal. You may view more about our company and past projects at www.jetar.com.ca. In addition, if you have any questions regarding the project you can contact us via email at alex_cho@jetar.com. You also can contact us via our telephone number (604) 123-4567.

We look forward for working with you,

JETAR Web Developing Company



City of Colwood

Request for Proposals: City Website

RFP and specification for a new website and associated content management system for the City of Colwood.

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Executive Summary

The current City of Colwood website isn't properly laid out and formatted to meet the limited attention span of tech savvy visitors. We at JETAR Web Developing Company want to help design a new tourism website for the City of Colwood that will serve the residents of Colwood and potential people who want to visit.

Our tourism website will have a Content Management System (CMS) which will allow the website manager to easily maintain and gather feedback from users. The information on the website will be organized into four main web pages with proper subheadings easily accessible under the main pages. The website will have cross browser support and a responsive layout to support a variety of devices and screen sizes.

The main homepage will notify visitors of key upcoming events, important city news, and notices. A discovery page will highlight key attractions Colwood has to offer and an opportunity to promote local goods and services. A news and event page will show local events and encourage community involvement. The city services page will allow residents to find essential documents and services at city hall.

We will have preliminary sample websites that we will present to ensure our design aligns with the City of Colwood's vision. We will have a five-man team working on this website. Our preliminary timeline for the completion of the project will take nine weeks. Once the website has been completed, we will spend two weeks training city staff on using the CMS and the website.

The cost of the overall project is \$103,000. The starting fee to initiate the first two phases of the project is \$30,000. This allows our employees to set up the Content Management System (CMS). The CMS is a system that allows users to modify and access the websites.

The labour overall cost is \$67,000. This includes our analyst obtaining content, our web developers designing and implementing the site itself, and our programmer designing the WYSIWYG editor. Not to mention the implementation of security features onto the CMS and WYSIWYG editor by both the programmer and web developers.

The cost of gathering equipment and resources is \$35,000. This is to set up additional features and minor adjustments depending on the ongoing change. This includes the overall implementation of the site being fully furnished. Training is part of the cost in terms of resources. This is to ensure the city of Colwood's staff understands the procedures of the overall CMS system.

Introduction

Our goal is to build a tourism website to promote and attract tourists to Colwood. The website will have a CMS for staff to update and create events happening in the city; update and create image galleries; create surveys to get feedback from visitors and residents and integration with the news database.

Current Website

The current City of Colwood website has all the essential information to serve local residents and tourist that visit the website. Unfortunately, the website has a very dated design. The Menu Bar on the website is densely clustered together and has all their information listed alphabetically instead of organizing the information based on categories such as: Tourist, Resident, City Services, and Business and Development. The format of the Menu Bar makes it hard for visitors to navigate and find the information that they're looking for.

The main body of the website has all city hall alerts, general announcements, upcoming events, and promotions for local businesses. The information is organized as a giant table with a photo and a lengthy description. Unfortunately, all the information is listed together in a format similar to a data table. This layout design can cause many people to overlook exciting and important information that is essential to residents and tourists.

The dimensional layout of the website is currently designed to be viewed on a web browser on a computer or laptop. The layout isn't responsive to adjust to the displays of devices having various screen sizes. This makes it difficult and unpleasant for most tablets and mobile users to

navigate. The information needs to be laid out into specific areas of needs to better serve the residents of Colwood and potential tourists that plan to visit.

New Website

Our plan for the website is to start from scratch and streamline the design that is more user friendly and easier to navigate. This will allow the residents of Colwood to locate different departments of city hall, see current events and easily propose new events to encourage community involvement.

The preliminary design of the homepage is to draw residents to current important city events that are happening or are upcoming. A carousel of images with a brief description will highlight important news and events with a link attached to where residents can get additional information. There will be an area highlighting specific information on one key aspect of another web page such as: Upcoming Events, and City Hall. This part of the website will have a responsive screen size for the user to reduce clutter while highlighting each item.

A discovery webpage will inform residents and tourists about the history and beauty of Colwood. This page can work in collaboration with local businesses to draw attention towards goods and services that they can offer and can connect them directly with local hotels and Bed and Breakfasts. This can result in an increase in tourism money spent in the local community. This page will also highlight cultural and education attractions unique to Colwood.

Another webpage we plan to create will highlight past and current news, a community event calendar, and a photo gallery that residents can submit of Colwood. We can encourage community involvement by highlighting clubs and associations available in Colwood and recognize residents who excel in representation of Colwood.

One of the most important web pages we need to re-design will be the webpage for the city services and city hall. The information will need to be clear and easy to locate, allowing residents to find the department they're looking for within two clicks. The website will be connected to the server containing all application forms, permits, and meeting transcripts for visitors to access.

Project Details

First Action of Solution

Our first plan of action will be to develop two or three template webpages for the staff committee to view what the project will look like. We will create a mini presentation to the group to show all the potential websites and receive input back from the committee to ensure we have the same vision. For this case, developing a website that increases tourism and increases local awareness of community events so the city becomes a giant community.

Staffing Requirements

Building the new website will require a team of five qualified developers.

The team consists of:

- Alex Cho (Project manager): manages over the other four developers and is the main point of contact.
- Eric Wong (Junior Web Developer): main designer developing different templates for the website.
- Thomas Wong (Analyst): analyzes the needs and requirements the committee requires for the website and understanding how the city itself functions.
- Raphael Pletz (Head Programmer) ensures data integrity of the website, server, and ensures external websites are integrated and can interact seamlessly.
- Jimmy Truong (Senior Web Developer) one of the web developers who documents and generates our progress reports to the project manager.

Once the project has been completed, we will run a two-week workshop to help train City of Colwood staff on how to use the website and CMS.

Software Requirements

We will be using our own laptops with Webstorm web design software to create the website. The proposed website will have cross-browser compatibility and the layout will be responsive to detect the user's mobile device screen size.

The final front end of the project will use Django CMS software and implement a WYSIWYG editor to allow city staff to make adjustments to the website in the future.

The back end of the project will be hosted on godaddy.com at a cost of \$25/ month. GoDaddy provides 60 GB of cloud storage space and unlimited databases. GoDaddy also provides SSL authentication to protect the website from cyber-attacks.

Facilities

If there is room available, we would like to have space that will comfortably fit our five team members along with desks for our work stations. The space will also be our first place of contact if any members of the committee wish to monitor our progress or ask questions.

Schedule

Total 3 Months (9 Weeks)

Phase 1 (Planning and Requirements – 8 Days)

Great web design starts with a thorough and strong understanding of our end objectives. We will begin by having a consultation meeting to ask detailed questions to fully understand the desired outcomes of the City of Colwood's website as well as initiating surveys to ensure the requirements meets the City of Colwood's vision. With this information we will be able to develop and submit an initial sitemap for review.

- Define website requirements
- Create sitemap
- Submit sitemap for approval

Phase 2 (Content – 8 Days)

Once the sitemap has been created, we can begin gathering the appropriate content for each section of the sitemap. During this stage in the project, we will conduct several meetings with members of the city to determine the desired content for each webpage. Any necessary images and/or visuals will also be captured at this time before we begin our design phase.

- Work with client to establish engaging, focused and informative content for web pages.
- Conduct further research if necessary
- Gather/capture images needed for visual design

Phase 3 (Design – 24 Days)

The design phase will begin with several breakout sessions where our team will collaborate and create a unique and powerful design, with an emphasis on usability. The final desktop and mobile design mockups will be then submitted for final review prior to any sort of development. The inclusion of mock up designs prior to any code work is to ensure that we have achieved a professional and clean look while allowing for a memorable visit for the end user.

- Website design mockup
- Desktop and mobile design
- Useability review
- Submit design mock up for approval

Phase 4 (Development – 22 Days)

Once our design has been finalized, we will begin to build all webpages using HTML, CSS, PHP and JavaScript.

Over a 3-week period, the website Wireframe and architecture is to be completed. Continuous code testing is done throughout this stage to ensure project objectives are maintained.

Once our base code has been built, the WYSIWYG editor will be developed from the ground up for the city of Colwood by members of JETAR. The editor will consist of a clean and easy GUI with advanced features such as live visual preview, a Lorem-Ipsum generator and multi user editing.

All web development will follow modern SEO guidelines to maximize the website's presence in all major search engines such as Google and Bing. The website will then be registered on a .ca domain hosted by GoDaddy Canada. A review of several security protocols will then be implemented including the HTTPS protocol and code validation on both server and client side.

- Build Wireframe (top level/sub level pages)
- Build code for Home Page
- Build code for Content Pages
- Built-in module integration
- WYSIWYG Editor review
- FTP/External Server registration
- Security Implementation

Phase 5 (Testing & Training – 18 Days)

Training

Our team will conduct 4 separate in-person training sessions with designated staff of the City of Colwood to ensure that your organization has a full understanding on updating and managing the website. The first two sessions will train staff on using Django CMS and the remaining two sessions will train staff on how to use the WYSIWYG editor. Training will continue for an additional day to allow for any additional questions to be brought up in regards to the training sessions.

Testing

Before launch, we will conduct User Acceptance Testing (UAT) with several members of the city council as well IT team. UAT will be held over a span of 14 days to allow for enough time to gather feedback reports and make the necessary changes prior to the CMS installation.

Next, we will do a final check on all content and functionality. This testing will take place on the three most used web browsers Google Chrome, Safari and Internet Edge to ensure all World Wide Web Consortium (W3C) rules and guidelines are met. All aspects of our web design and implementation will be tested at this stage to ensure a high level of search engine optimization.

Team members will then begin installation of the Django CMS and the WYSIWYG editor. The WYSIWYG editor allows for the editing of source code throughout the website while the CMS allows for modification of digital content such as website display and design. The editor and

CMS are implemented at the latest phase of the project in order to reduce the need for uninstallation in the case of drastic changes or adjustments.

- Training Sessions
- User Acceptance Testing (UAT)
- Functionality/Optimization testing
- Compatibility/Cross platform testing
- Content Management System (CMS) installation

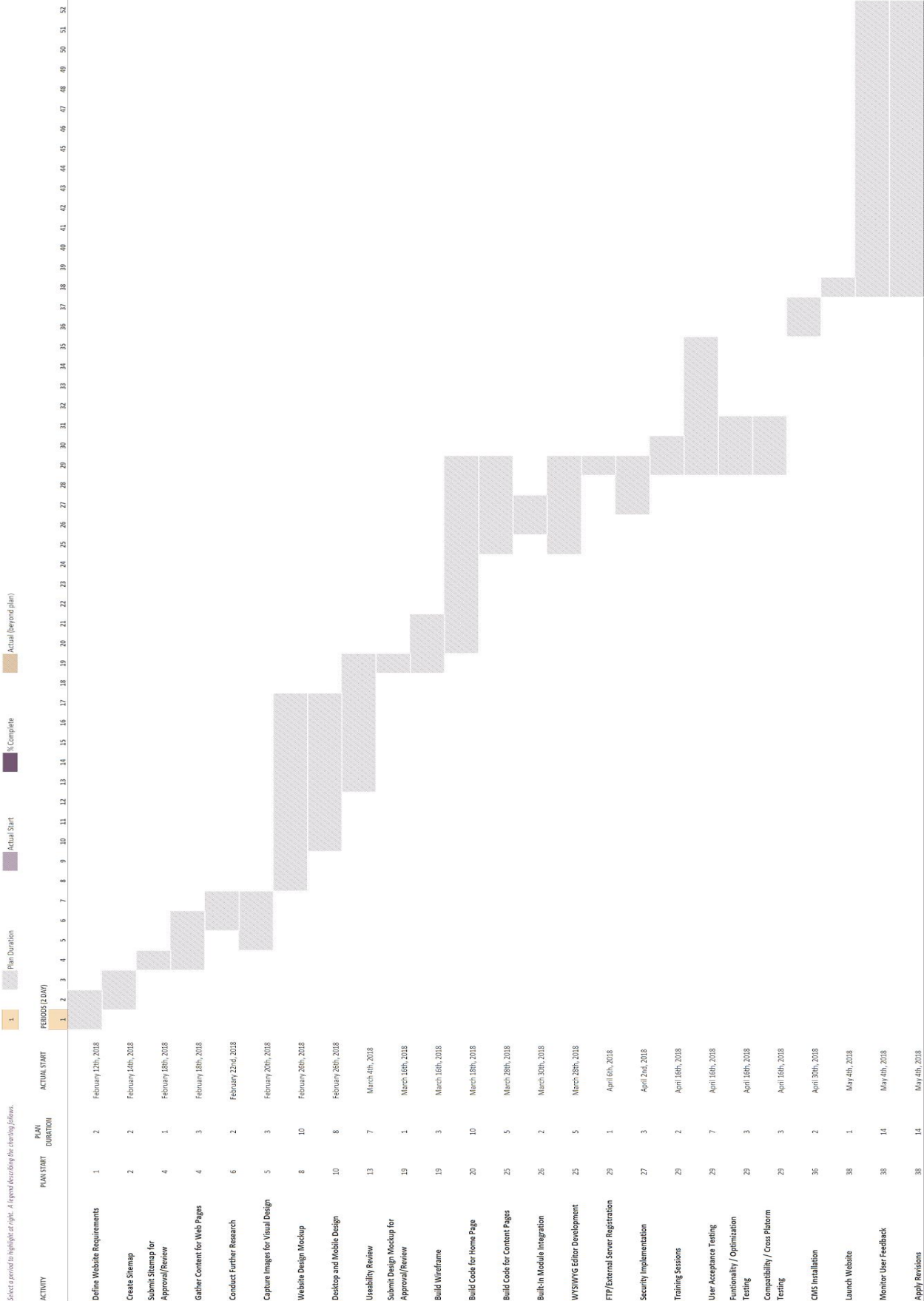
Phase 6 (Launch & Support – 30 Days)

JETAR will work with the City of Colwood to guarantee a smooth launch. Individual team members will be assigned to monitor separate sections of the launch in order to minimize failure. After launch, JETAR will monitor the website for user feedback and apply revisions as necessary over a period of 30 days.

- Launch Website
- Monitor for user feedback
- Apply revisions where necessary

Project Planner

Select a period to highlight at right. A legend describing the charting follows.



Evaluation

While our team is working on the new site, we will periodically evaluate our current progress based on our Project Planner. As you can see by the Project Planner, we have a set timeline for completion of each activity. This can be used to help monitor our progress throughout the project and to see if we were successful. We define success as achieving more than a four-star rating from the user feedback in the span of the first month of the website launching.

This four-star rating will be retrieved by visiting users filling out a quick one question survey asking for their rating. Utilizing the CMS system, we will be able to keep track of the user's feedback and record the ratings. If a user provides a rating below two stars, they will then be prompted with a textbox asking them why they have given the website a low rating.

We expect that by the end of period 18 (refer to the Project Planner Chart), we will have a design of the desktop and mobile sites. This includes having where all images would be included and placement of all content such as the News Article, Navigation, Events Calendar, Survey/Polls, Image Gallery, Site Map and Directory. After period 37, we will have the site coded and have all content incorporated. This includes the CMS and integrating all built in functions. By the end of period 38, the final site will be launched and would have passed all types of testing including security, optimizing and compatibility.

We will also ensure that we provide the employees managing the CMS a four-hour lesson on how to operate it. The CMS will have been programmed so that it is user friendly and allows employee to easily operate the CMS. During this lesson, we will get the opinion of the employees and seek feedback in order to provide a user-friendly interface. After receiving the feedback, our team will then incorporate the necessary changes needed to accommodate the needs of the employees. We will then provide another four-hour lesson, showing the new CMS and explaining the changes that were made.

If at any point we are not up to date, Alex Cho will have a meeting with the member having problems with the activity and discuss what adjustments must be made to keep the project on schedule while still fulfilling the requirements that were set.

Personnel & Qualifications

JETAR Web Developing Company

JETAR is a web development company, founded three years ago, composed of five people, comprised of one Project Manager, an Analyst, a Head Programmer and two web developers. Although JETAR is a relatively new company, it has developed several websites for large companies, such as Delta co and Ridge Corporation.

CEO/Project manager - Alex Cho

Alex Cho is an experienced Web Developer who graduated from BCIT. After years working with websites and backend services, he decided to open his own web development company. He has experience with: Python Object-Oriented Programming, SQL language, JavaScript Language, HTML and CSS.

Analyst - Thomas Wong

Thomas Wong is the analyst of the team. He is responsible for contacting the clients and ensuring that the website looks and works the way they want. He not only has experience with Web Development, but also with skills within the field of public relations and human resources. He graduated from BCIT three year ago and worked for several other smaller companies such as Human Industries and Web Academy.

Head Programmer - Raphael Pletz

Raphael Pletz is a experienced node programmer with knowledge of other programming languages such as Python, SQL and Bash Scripting. He graduated from the BCIT Computer Information Technology program two years ago and joined the JETAR team in 2018. Before joining JETAR, Raphael Pletz worked for some smaller companies such as Zoom Web and Absolute Web.

Junior Web Developer - Eric Wong

Eric Wong was the first Web Developer to join JETAR and has a vast experience of both backend and front-end technologies. He is responsible for both developing the website and maintaining the database behind it, ensuring that the website will never be offline. He graduated from BCIT three years ago and has knowledge in: SQL, JavaScript, Node, Linux servers, Python, HTML, CSS.

Senior Web Developer - Jimmy Truong

Jimmy Truong is the newest member of JETAR. He joined the team 4 months ago and helps both Eric with developing the websites at the backend and Raphael with integration and programming. Jimmy Graduated from BCIT one year ago, and he demonstrates interest in everything. He has knowledge in: SQL, HTML, CSS, JavaScript, Node, Python and Bash Scripting.

Budget

Not only can our company be able to create the website, the completion of this project all comes down to cost. The necessary costs associated with the website structure is utmost one of the critical factors, in terms of implementation of the Django CMS as well as our custom-made WYSIWYG editor and labour cost.

This budget covers the period of performance based on the scheduling of the Gantt chart and description from the scheduling.

Startup Cost

For making this project work, the JETAR Web Developing Company requires a startup cost fee of \$30,000. This amount allows us to initiate the **first phase** of the project, **planning and designing**. We will utilize most of our time focusing on the planning stage to ensure the implementation of the second phase of the project, content, will be successful. Please refer to

the **Schedule** page, for more info on how we will be implementing the project to ensure the success of the overall project.

Labour Cost

The main focus of this project is to ensure the newly created website is able to attract tourism for the city of Colwood while increasing profit in the long term.

Company's daily operations cost: \$300 per hour.

The following are the labour costs of this project:

LABOR	Total
Website research and requirements	\$21,000.00
Content for Webpage research	\$10,500.00
Image capturing and editing	\$4,500.00
Website design	\$6,150.00
Desktop and mobile integration design	\$6,000.00
Programming	\$6,750.00
Testing implementation	\$9,450.00
Training	\$3,150.00
Subtotal	\$67,500.00

Surveys and Reports

Our Analyst, Thomas Wong focuses on researching and analyzing current events of the city. This will be the most important step for creating the website. The overall website must match the requirements that is intended for the staffs and the end-users to utilized. The rest of our team will aide Thomas's research in order to gain insights from staff working at the city. Surveys will

be given out to ensure the opinions from the staff matches the requirements from our projects current objectives in implementing the overall site successfully.

Web Development and Test Implementations

The Web Developers, Jimmy Truong and Eric Wong main job is to assist our Analyst, Thomas Wong in researching, analyzing and formulating a plan that matches the requirements from the staffs and our company. The Web Developers will also oversee creating the front-end and back-end of the website. With the creation of testing sites, this will ensure that the website works as intended by the requirements of the city. This will make sure the website is compatible with mobile devices.

With the implementation of the Django CMS, this integrated system allows the staffs/users to be able to modify and customize the needs for the website such as cropping and managing images thanks to the Web Developers and our Programmer, Raphael Pletz.

Programming and Testing

Most of the hard-coding programming, including the implementations of a WYSIWYG editor, a customizable GUI for staff and end-users, will be done by our Programmer, Raphael Pletz. The Web Developers will assist the Programmer to ensure the coding works as intended by the usage of extensive testing.

All members from our company reports to the Project Manager, Alex Cho. This includes keeping track of progress throughout the project and double-checking the staff survey reports.

Equipment & Resources

Item Description	Total
Built-in module and modification integration	\$10,000.00
Content Management System (CMS) Django CMS installation	\$5000.00
WYSIWYG Editor Development	\$5000.00
GoDaddy Maintenance	\$300.00
Implementing website and updating	\$500.00
Security setup implementation	\$8,400.00
Training	\$6,300.00
Website launch	\$1200.00
Surveys, presentation	\$700.00
Subtotal	\$35,500.00

Built-in module and modification integration

The equipment and resources stated above will be used in the project. Majority of the costs will be based on the installation and modification integration process. This includes the externals of installing servers as well as internals of setting up the websites final implementation. The cost is due to the modifications intended use for the staff to add, delete and modify the site content themselves.

Once the implementation is completed, the payment for GoDaddy maintenance will be transferred to the city of Colwood, instead of going through to our company JETAR. GoDaddy is an integration that allows other users to visit the site by using the current domain name: <https://www.colwood.ca/>.

Room requirement

Our company does not need any room space for us to operate. Most of the work will be done on our own personal laptop devices. Thus, we have decided not to mention the cost from the Equipment and Resources section.

If there is any room space available, we can use it as a workstation for staffs to come in and ask questions. The room space should have at least five tables and chairs with a TV. The TV will be used to share ideas as well as to present our progress for our employees and staff working at the city of Colwood. We can negotiate the pricing for the rooms as necessary.

Total Cost

Cost Element	Total Estimated Cost
Initial Startup Fee	\$30,000.00
Labour Cost	\$67,500.00
Equipment and Resources	\$35,500.00
Total	\$103,000.00

Expected Return of Investment

With the fully furnished tourism website, the city of Colwood would expect a rise in tourism and businesses of 20%. The rise is due to the important contents that are displayed on the front page of the website. As stated before, this includes photos of the city, highlights of important city news, notices, meetings and upcoming events.

By speculating the current population and the location of the city, we would also expect to see a rise of income by 10%. This is in correlation to the tourism and business component of our website. This allows your mayor to focus primarily on improving the cities infrastructures and maintaining parks, to further improve the rate of tourism. This can be determined by accessing the number of visits from the website. The number of visits from the site validates the overall prediction of whether the city can increase its tourism and businesses.

This will be done by creating surveys at local hotels. Although this will not give us an accurate detail of them visiting the website, instead it gives us the big picture of whether a majority of them visited the site.

Not only does this improve the tourism site, but this will also help your community be more connected in the future, while increasing profit in the long run.

Conclusions

The project to build a new City of Colwood website redesign will take three months. The website will have a brand-new layout and will include new features including: a responsive design to support devices of various sizes; cross-browser platform support; carousel images to highlight top new items; server integration to hold essential city documents accessible on the website.

The project itself will consist of six parts: Planning and Requirements; Content; Design; Testing & Training; Launch and Support. The news and the calendar will be managed through a Content Management System called Django CMS. During the Testing & Training phase, our team will conduct training sessions to teach staff on how to use the CMS.

The Development team for this project will consist of five people. The Project Manager and Analyst will be the primary members of contact with the City of Colwood. They will ensure final project will align with the vision and requirements laid out by the committee. The total cost for the full website development is \$103,000 excluding the ongoing hosting costs to host the server on godaddy.com which provides authentication and security for the website.

Recommendations

We recommend that the traffic on each page of the website be monitored. By monitoring the traffic, we can identify if the users who visit the website view each section. For example, if users are only spending 25 seconds on a page, then changes must be made to the page. It can be modified, re-written, or have more content added.