



# Volume I - Technical Proposal

Stealth Solutions, Inc.  
Response  
to  
The Government Publishing Office (GPO)

**Design and Development Support for the Secretary of the  
Senate Internal and External Websites**

**SOLICITATION No: 040ADV-24-R-0019**

**March 27, 2024**

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The Government Publishing Office (GPO)  
Design and Development Support for the Secretary of  
the Senate's Internal and External Websites  
Request for Proposal  
*Volume I – Technical Proposal*

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## 1 Cover Letter

Stealth Solutions, Inc. (Stealth) is pleased to introduce our team for this RFP response to the Government Publishing Office (GPO) for the design and development support for their websites. Team Stealth is led by Stealth Solutions, an awardee of the GSA MAS and 8a STARS III contract vehicles. The formidable Team Stealth, a collaboration between Stealth Solutions Inc., known for its website development expertise, and BLN24, renowned for website design prowess, has united under a GSA Contractor Teaming Arrangement (CTA). This dynamic partnership is poised to meet the design and development needs of the Government Publishing Office (GPO), including revamping the home page of the public website (<https://www.senate.gov/>) and crafting a sleek, contemporary website for the Senate Library's internal platform.

Our team blends expertise from both Government and commercial sectors, incorporating top-tier talent from the Federal Government and Silicon Valley best practices. This fusion significantly enhances communications for both internal and external audiences, delivering high-quality, human-centered communication solutions. Our clientele includes various government agencies such as the United States Department of Agriculture (USDA), Department of Commerce (DOC) Minority Business Development Agency (MBDA), National Telecommunications and Information Administration (NTIA), Health and Human Services (HHS) National Institutes of Health (NIH), HHS Centers for Disease Control and Prevention (CDC), Department of Education (DOE), Internal Revenue Service (IRS), US Census Bureau (USCB), and the United States Postal Service (USPS), Office of the Inspector General (OIG), alongside esteemed commercial entities like Johns Hopkins University, Google, Amazon, YouTube, and others.

The following sections provide introductions to the esteemed members of our team.

### 1.1.1 Stealth Solutions, Inc. (Stealth)

Stealth, a Virginia-based SBA-certified 8(a) small business since 2014, holds contract vehicles for both 8(a) STARS III and GSA's Multiple Award Schedule (MAS). Our expertise spans Cloud Implementation and Support, Digital Content and Asset Management (websites and documents), Business Process Assessment, Technical Project Management, and Grants Management System Implementation.

We excel in optimizing processes, implementing secure Cloud-based solutions, and integrating systems for enhanced efficiency. Our expertise lies in providing enterprise-level Web Development and Support Services, leveraging Acquia's Drupal, open-source technology, and DevSecOps. Our priority is delivering premium solutions customized to the specific requirements of Federal, State, and local government entities.

### 1.1.2 BLN24, LLC. (BLN24)

BLN24, an SBA-certified 8(a) small business, stands as a leader in the Federal enterprise website design arena. This company brings robust, relevant expertise in leveraging Agile and open-source technologies to deliver exceptionally crafted enterprise websites. These websites not only comply with the 21st Century Integrated Digital Experience Act (IDEA), the United States Web Design System (USWDS), and Web Content Accessibility Guidelines (WCAG) but



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also prioritize intuitiveness, visual appeal, ease of navigation, and interactive graphics and content, including maps.

The RFQ-based identifiers for Stealth Solutions are as follows:

Stealth Solutions, INC.

46191 Westlake Drive Suite 112

Sterling, VA. 20165 – 5870

Contact: Steve Lancaster at [steve.lancaster@stealth-us.com](mailto:steve.lancaster@stealth-us.com), 703.966.2728

UEI: RCMZNAHAZ7D9

CAGE: 8CSF6

GSA MAS: 47QTCA22D0053

GSA STARS III: 47QTCB21D0018

CTA member: BLN24, LLC d/b/a BLN24 with its primary offices at 1775 Tysons Blvd., Suite 5103, Tysons, VA 22102

An executed CTA contract is available upon request.

Signed SF1449 is located in Section 5

## 2 Technical Proposal

### 2.1 Understanding the Requirements and Scope

**Purpose:** The Senate Chief Counsel for Employment (SCCE) currently possesses a website that needs design and development assistance for a new fresh, contemporary website. This new site should be adaptable to various viewports, compliant with 508 accessibility standards, and exude a professional appearance.

**Current State:** The existing navigation structure comprises six primary categories, each with dropdown menus containing up to 15 subcategories. The SCCE's current intranet site is secured with passwords and predominantly comprises HTML pages, hosted internally on servers. Managed through a Content Management System (CMS), the current sites are a blend of HTML, CSS, and JavaScript, with consistent utilization of the jQuery library across all pages.

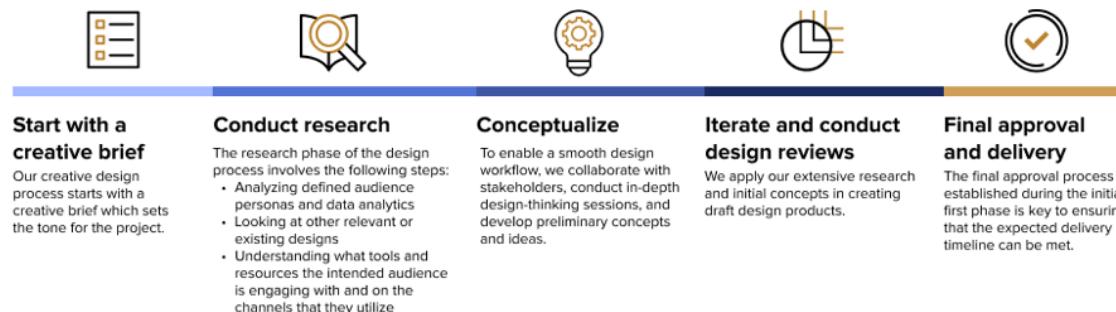
**Desired State:** The redesigned website must have the flexibility to accommodate additional categories and subcategories. It will retain password protection and remain hosted on internal servers. Moreover, it must feature a responsive design capable of functioning seamlessly on standard browsers, including Web-Workspace One by VMware.

**Scope:** This project entails the design and development of the front-end web pages. The Senate will maintain the current technologies in use and is solely seeking design support along with the CSS/HTML implementation to bring the design to life.

### 2.2 Design Approach

Team Stealth specializes in crafting captivating visual experiences that effectively convey the impact of Federal programs to diverse audiences, leaving a lasting impression. Our team excels in producing compelling designs, content, illustrations, and digital images. Comprising a powerhouse of graphic designers, Human-Centered Design (HCD) specialists, and User Experience/User Interface (UX/UI) designers, we are equipped with a suite of tools and possess a deep understanding of HCD principles, enabling us to deliver impactful solutions that resonate with audiences. Figure 1 below depicts our five-step design process that will be employed for SCCE's sites:

**Figure 1: Creative Design Approach.**



- Creative Brief:** Our design process commences with a creative brief, which outlines project objectives and requirements, ensuring alignment among stakeholders and guiding the ideation phase.

2. **Conduct Research:** Thorough research is conducted, analyzing audience personas, reviewing existing designs, and understanding audience engagement channels to inform our design approach.
3. **Create Concepts:** Our designers present mood boards to stakeholders to determine the direction of the creative process, prioritizing reader-friendly content, and cultural awareness in our designs.
4. **Design Reviews and Iterations:** Stakeholder engagement is key throughout the design process, with feedback gathered and iterative improvements made to ensure the final product meets project requirements.
5. **Ensure Compliance and Delivery:** We adhere to all Federal Government clearance guidance and standards, including Section 508 compliance and the Plain Writing Act of 2010, ensuring accessibility and inclusivity in our final approved website deliverables.

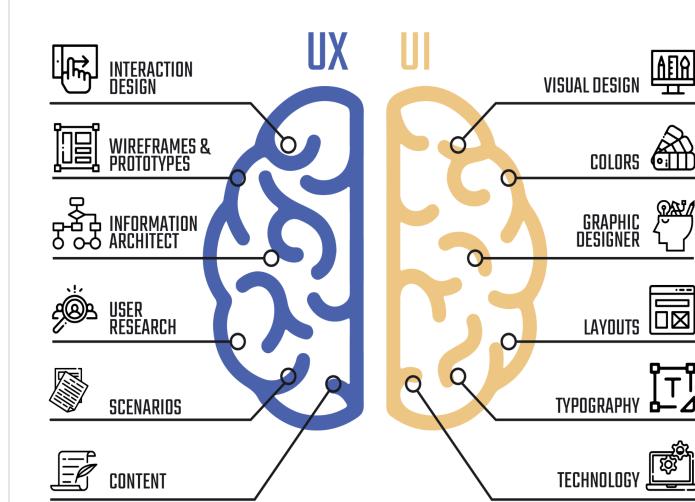
### **2.3 UX/UI Approach**

Team Stealth employs qualitative and quantitative data centered on Human-Centered Design (HCD) and User Experience/User Interface (UX/UI) principles, to optimize content efficiently and iteratively. Our approach aims to achieve customer objectives, such as increasing user engagement, survey responses, and utilization of customer data products and websites.

Building upon previous research findings, personas, and user journeys, we identify areas of opportunity to continuously refine and enhance customer digital products and websites, thereby improving the user experience and building trust with each customer's audience. By analyzing collected data and researching user journeys, we develop personas and mindsets that inform changes aimed at efficiently delivering desired content to users.

We create optimized or personalized designs, wireframes, and business rules, focusing on implementing new trends to support each customer's future goals. Our approach integrates UX/UI design with relevant content, creativity, accessibility across various devices (e.g., mobile, desktop, tablet), and technology performance to deliver superior solutions. Figure 2 below outlines our UX/UI design practice capabilities.

**Figure 2: UX/ UI Design Capabilities.**



## 2.4 Mobile-First and Responsive Design Approach for SCCE's sites

### Mobile-First Responsive Design



### Mobile-First Design

At Team Stealth, we prioritize delivering solutions optimized for mobile experiences, reflecting the modern necessity for websites to seamlessly adapt to various screen sizes while ensuring users can easily access the information they seek. Our designs incorporate current best practices, accessibility considerations, and client objectives to produce high-quality products.

#### Importance of Mobile-First Design:

- **Focuses on Content:** Central to any website is its content. By starting with the smallest screens first, we streamline and identify the most valuable information for users, creating a clear information architecture.
- **Scannability:** Establishing a clear information architecture and visual hierarchy enables users to quickly scan and locate desired information on any mobile device.
- **Accessibility:** Focused and clear content facilitates optimization for accessibility during the design process, ensuring inclusivity for all users.
- **SEO:** Mobile optimization is a crucial factor in search engine rankings, emphasizing the importance of designing websites for mobile devices.

#### Progressive Enhancement Model:

Adopting a mobile-first approach, Team Stealth implements progressive enhancement to deliver optimal mobile experiences. This approach entails establishing a solid foundation focused on content and key features, then progressively adding features based on browser or screen size, simplifying the user experience for mobile users.

#### Our Approach:

- **Content and Navigation:** Our primary focus when designing for mobile is on content and information architecture, ensuring clarity and simplicity. We prioritize scannable section headings and straightforward language, coupled with intuitive website navigation for easy access to content.

- **Speed and Performance:** We prioritize designing for performance to ensure swift loading times, enhancing the user experience by quickly delivering desired information.

- **Accessibility:** Accessibility is integrated into our designs from the outset, considering factors such as screen reader compatibility, alt tags for images, and adherence to Web Content Accessibility Guidelines (WCAG) 2 Level AA Conformance.

Property	Mobile-First	Desktop-First
Resolution Transition	 This approach follows "Progressive Enhancement" from lower resolution to higher resolutions	 This approach follows "Graceful Degradation" from higher resolution formats to lower resolution
Text Quantity	Less	More
Font Size	Larger	Smaller
Download Speed	Faster	Slower
Call-to-Action	One call-to-action per page	More than one call-to-action per page
Access to Hardware	Easy access to mobile camera, microphone, flash light, etc.	Not so easy to access other hardware on the device
Best Works On	Mobile phones	Desktops

- **User Validation:** We validate our designs with real users through usability testing, ensuring our solutions effectively address user needs.
- **Simplicity:** While aesthetics is important, we strive to maintain simplicity in layouts and designs, directing focus towards content and user experience, particularly on mobile devices.

### Responsive Design:

As part of our mobile-first approach, Team Stealth employs responsive design to ensure a consistent user experience across all screen sizes. Responsive design focuses on creating designs, mainly centered around a desktop version, that respond to the user's behavior and environment based on screen size, platform, and orientation.

### Our Approach:

- **Responsive Grids and Layouts:** We design layouts that smoothly transition between screen sizes, identifying key breakpoints where layouts adjust accordingly.
- **Focus on Content:** Clear presentation of content remains paramount in responsive design, ensuring users can easily access information regardless of device.
- **Fluid Images:** We optimize images to resize appropriately for different devices, maintaining visual integrity across screens.
- **Breakpoints:** We determine key breakpoints in our design process, ensuring seamless adaptation to various screens and devices, providing a unified experience.

## 2.5 End-to-End Steps to Meet SCCE's Requirements

Creating, developing, and sustaining a government website that prioritizes security, accessibility, and adherence to the United States Web Design System (USWDS), mobile responsiveness standards, and accessibility guidelines necessitates a thorough understanding of the process from initial design to final execution. Our outlined procedure below combines top-tier web design and development practices with meticulous compliance assessments, ensuring alignment with federal regulations at every stage.

### 1. Design Phase

#### 1.1 Initial Concept and Wireframing

- Our team crafts detailed wireframes outlining the website's structure, encompassing page layouts, navigation, and essential elements.
- Collaborating with stakeholders to refine requirements and ensure the design aligns with federal agency objectives and user needs.

#### 1.2 High-Fidelity Design Mockups

- Developing high-fidelity designs in Photoshop incorporating the agency's visual identity, including color schemes, typography, and imagery.
- Integrating USWDS components and principles to ensure compliance with federal standards from the outset.

### 2. Conversion to Web Technologies (Actualize the Design) - Start by conducting a comprehensive examination of the design mockups. Gain a deep understanding of the layout, components, and interactions necessary for the website. This stage may entail leveraging tools such as Zeplin or Avocode, which facilitate the extraction of design assets and the generation of CSS from design files.

#### 2.1 HTML and CSS Implementation

- Converting Photoshop designs to HTML and CSS, creating responsive templates adaptable to various screen sizes and devices.
- Employing CSS frameworks and preprocessors (if applicable) to enhance maintainability and scalability of the website's presentation layer.

#### 2.2 Dynamic Functionality with JavaScript Framework

- Implementing interactive elements and dynamic content using modern JavaScript frameworks (e.g., React, Angular, Vue.js) to ensure a seamless user experience.
- Developing custom JavaScript components as needed, ensuring modular, reusable, and maintainable code.

Transforming design mockups (images) into operational HTML pages is a pivotal phase in web development, effectively linking creative design with technical execution. This process encompasses various tools and technologies, each fulfilling a distinct role in guaranteeing that the result aligns visually with the original design and remains functionally sturdy. Below, we will elaborate on the tools, technical stack, and approach typically employed during this conversion process.

- HTML (Hypertext Markup Language): The foundational language for building web pages, responsible for structuring and organizing site content, including text, links, and images.
- Fluid Layouts: Implement a fluid layout by utilizing relative units such as percentages (%), ems (em), viewport height (vh), and viewport width (vw)

instead of fixed units like pixels (px). This approach allows your layout and menus to adapt dynamically to varying screen sizes.

- Flexible Images: Ensure scalability of images within menu items by setting their maximum width to 100% and height to auto using CSS. This prevents images from exceeding the width of their container while maintaining their aspect ratio.
- CSS (Cascading Style Sheets): Utilized to style the HTML structure, controlling layout, colors, typography, and overall visual presentation of the website.
- Sass (Syntactically Awesome Stylesheets): A CSS preprocessor enhancing styling capabilities with features like variables, nested rules, and mixins, streamlining maintenance, and improving readability.
- Media Queries: Leverage CSS media queries to apply different styles based on the device's screen size. This is crucial for making menus adaptable to both mobile and desktop views.
- Bootstrap or Tailwind CSS: CSS frameworks offering pre-designed classes and components to expedite development, ensuring consistent responsiveness and design coherence across various browsers and devices.
- Flexbox: Employ Flexbox to arrange menu items either horizontally or vertically. Flexbox offers a straightforward and effective method for aligning items and managing space within menu containers.
- CSS Grid: For intricate menu layouts, like multi-level drop-down menus, CSS Grid offers a versatile two-dimensional layout system. It enables seamless alignment of menu items both horizontally and vertically, facilitating complex menu structures with ease.
- JavaScript (JS): This scripting language enriches web pages with dynamic content and interactivity, facilitating tasks like form submissions and intricate animations.
- jQuery: An agile, lightweight JavaScript library with extensive features, streamline HTML document traversal, event handling, and animation tasks.
- React, Angular, or Vue.js: These contemporary JavaScript frameworks/libraries empower developers to construct sophisticated, interactive web applications with ease. They feature a component-based architecture, simplifying code management and reuse.

### 3. Ensuring Compliance

#### 3.1 Security Compliance

- Implementing secure coding practices and conducting regular security assessments, including vulnerability scanning and penetration testing, to safeguard the website's integrity against cyber threats.
- Adhering to federal security standards and guidelines, incorporating necessary security measures such as HTTPS, data encryption, and secure authentication mechanisms.

#### 3.2 Mobile and Accessibility Compliance

- Designing and developing the website with a mobile-first approach, ensuring functionality and visual consistency across all devices and screen sizes.
- Ensuring compliance with the Web Content Accessibility Guidelines (WCAG) 2.1 AA standards through thorough accessibility audits and remediation to guarantee accessibility for all users, including those with disabilities.



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- 3.3 United States Web Design System (USWDS) Compliance
- Integrating USWDS components and themes throughout the design and development process to adhere to federal visual identity standards and usability guidelines.
  - Regularly updating the website to incorporate the latest USWDS releases and improvements, ensuring ongoing compliance and alignment with federal best practices.

#### 4. Testing and Deployment

- Conducting extensive testing, including functional, usability, performance, and compliance testing, to ensure the website meets all requirements and standards before deployment.
- Cross-Browser Testing: Conduct thorough testing of menus across different browsers and devices to guarantee consistent behavior and appearance. Utilize tools like Browser Stack to automate and streamline this testing process, ensuring compatibility across various platforms.
- Enhance CSS and JavaScript performance to optimize menu loading speed and smoothness. Employ tools such as Google Lighthouse to detect and address typical performance issues, guaranteeing efficient menu rendering.

Our holistic strategy towards website design and development guarantees that the SCCE's websites not only fulfill but surpass the stipulations outlined in Section III of the Statement of Work, along with federal compliance standards. This commitment ensures a secure, accessible, and user-friendly experience. We are committed to delivering a product aligned with the agency's mission, effectively catering to the public's needs.

### 3 Proposed Personnel

Team Stealth is proposing two key personnel for this contract, Graphic Designer and a Senior Web Developer/Themer. The background of these two individuals are provided in this section.

#### 3.1 Graphic Designer, Shawn De Lopez

Multi-talented Visual Storyteller with a passion for employing the latest technology to create stunning visual content. Passionate about visual arts, Mr. Lopez uses a variety of mediums, such as graphic design, motion graphics, 3D animation, media production, and virtual reality (VR). He is well-versed in industry standard software, such as the Adobe Master Suite, Final Cut Pro X, and 3D graphic software platforms, such as Maya, 3DX Max Design, and Blender, to name a few. Mr. Lopez is also 508-compliant certified.

#### Relevant Experience

Graphic Designer / Art Director 01/2017 – present	<ul style="list-style-type: none"> <li>▪ Produces engaging, memorable, person-centered videos and graphics for a variety of Federal and commercial clients.</li> <li>▪ For each client, ensures brand consistency, typography, tone, composition, layout, etc. across all graphical and video products, working closely with customers using a continuous feedback-improvement loop for reviews.</li> <li>▪ Ensures that video and graphics comply with Section 508 and DEI principles.</li> <li>▪ For video production, involved in all aspects from planning, scheduling, production, and post-production activities, including animations.</li> <li>▪ Served as the Lead Visual Designer for the CDC campaign, ‘Finding a New Normal: Life After a Natural Disaster,’ using a person-centric, trauma-informed perspective to design and develop visual assets and videos, specifically for teenagers, who have experienced a natural disaster.</li> <li>▪ Designs digital assets website and website redesigns for various commercial and Government agencies as Census Bureau, United States Department of Agriculture (USDA), United States Postal Service (USPS), and Internal Revenue Service (IRS).</li> <li>▪ In addition to the projects cited above, supported the following HHS agencies: CDC Division of Diabetes Translation (DDT); National Institutes of Health (NIH) National Eye Institute (NEI); and ACF Office of Human Services Emergency Preparedness and Response (OHSEPR) in various roles as an Art Director, Graphics Designer, and Editor.</li> <li>▪ Produces content, videos, and graphical content directed to specific audience segments:           <ul style="list-style-type: none"> <li>• Served as Illustrator and graphic artist for an 80-part animation series for the Federal Emergency Management Agency (FEMA) to educate first responders on best practices and resources. Interviewed SMEs, collaborated on scripts, created graphical storyboards, and led the animation.</li> <li>• Leads a team of four graphic designers and video producers at CDC’s National Center for Health Statistics (NCHS) agency, directed at the general public, specific minority groups, researchers and educators, and external agencies.</li> <li>• Led the development of a video series for National Park Service (NPS) Youth Conservation Corps (YCC), which is responsible for running the only Federal program for our youth, ranging from ages 15-18, to promote internships and involvement in NPS park conservation projects. This project entailed traveling to seven National Parks across the country, interviewing participants and stakeholders, and producing the videos.</li> <li>• Created vector-based graphics and animations for Capital One for use in internal and external marketing collateral.</li> <li>• Designed the graphical elements for USDA Forest Service’s new public-facing website, producing a 15-video series for the site.</li> <li>• Built graphic design assets for a full rebrand for USDA Agricultural Trade Office (ATO) that included logo design, digital assets, and graphics for print material to reach Japanese consumers to promote US agricultural products.</li> <li>• Art directed the visual experience and website for Oversight.gov to provide an intuitive, simple way for the public to access Federal Inspector General Reports in one place.</li> </ul> </li> </ul>
<b>Education and Certifications</b>	<ul style="list-style-type: none"> <li>▪ BA, Creative Technology, Virginia Polytechnic Institute and State University (Virginia Tech), 2014.</li> <li>▪ Google Certification for UI/UX, 2022.</li> <li>▪ 508 Compliance Certification, 2021.</li> <li>▪ DHS Trusted Tester Process and Certification Program, 2021.</li> <li>▪ UX/UI Graphic Design, 2020.</li> </ul>



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## 3.2 Sr Web Developer | Drupal Themer | 508 Expert, Maruthi Pentela

With over 18 years of progressive experience, Maruthi excels in crafting and developing multi-domain web applications. He is highly skilled in tailoring web content using content management systems, alongside expertise in crafting cross-browser responsive web pages. Maruthi is also proficient in CSS and JavaScript, ensuring seamless design and functionality. Furthermore, his adeptness in Web Content Accessibility Guidelines (WCAG), including SEC 508 compliance, underscores his commitment to inclusive web development.

### Relevant Experience

Sr. Web Front-End Developer 2009 - present	<ul style="list-style-type: none"><li>■ Supported the design and development of websites for various federal clients, including the Office of Management and Budget (OMB), General Services Administration (GSA), Small Business Administration (SBA), and National Aeronautics and Space Administration (NASA).</li><li>■ Created responsive cross-browser layouts using custom CSS3 and JavaScript frameworks.</li><li>■ Developed HTML/JSP/JSTL semantic layouts, converting PSD files to JSP standard templates and wireframe designs to web-driven pages. Implemented CSS/XSL styles for cross-browser compatibility and versioning, optimized images for SEO, and integrated interactive content using JSP and jQuery scripting.</li><li>■ Converted Adobe files into web templates and developed customized jQuery plugins.</li><li>■ Conducted audits on sites to ensure compliance with 508 and WCAG rules, testing web content with JAWS screen reader.</li><li>■ Implemented USWDS design standards for the eda.gov website and performed 508 audits and fixes for multiple federal websites.</li><li>■ Configured USWDS templates, grid, components, and utilities in custom USWDS sub-themes, developing semantic layouts and theme structures for page, view, block, and node templates.</li><li>■ Customized responsive grid structures and image/icon sprites for the UI and integrated jQuery UI plugins for interactive content.</li><li>■ Developed and customized UI components such as node queues and blogs, ensuring 508 compliances for content structures with ARIA attributes and values where necessary.</li><li>■ Worked on Drupal migrations from Drupal 7/8 to Drupal 9.</li></ul>
Education and Certifications	<p>MS, Computer Science, Bharathidasan University – 1996</p> <ul style="list-style-type: none"><li>■ BS, Computer Science, Nagarjuna University – 1994</li><li>■ Drupal Theme development</li><li>■ WCAG 508 development</li></ul>

## 4 Past Performance

Team Stealth has provided the requested three past performance relevant references with all associated details within the past three years.

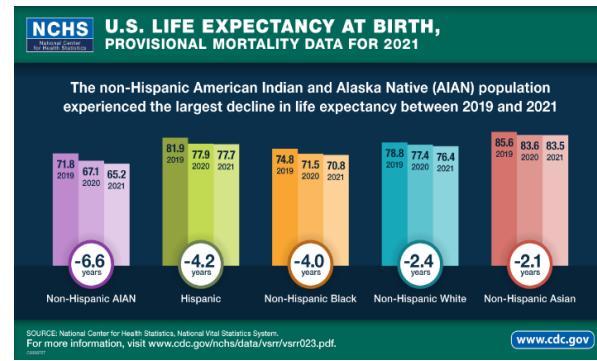
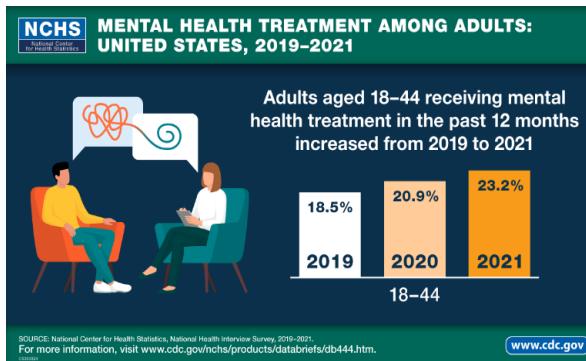
### 4.1 Design and Visual Communication Support

Customer Name	Centers for Disease Control and Prevention (CDC), National Center for Health Statistics (NCHS)
Customer/Client POC Email	Christine Jones / <a href="mailto:lny6@cdc.gov">lny6@cdc.gov</a>
Duns	080792217

<b>Contract Number</b>	75D30121C12705
<b>Contract Value</b>	\$4,499,383.00
<b>Period of Performance</b>	09/29/2021 – 3/31/2026

**Description of Services:** BLN24 provides graphic design and visual communication support to the NCHS within the Office of Information Services (OIS), specifically the Information Design and Publishing Staff (IDPS). BLN24 is responsible for creating and producing enhanced statistical content in visual communication formats for dissemination through printed and electronic media to target national and international communities. Primarily, we support digital and web-based publishing, communication, and dissemination activities. For the CDC NCHS outreach mission, BLN24 provides essential services and personnel for NCHS's creative and communication functions.

Our graphic specialists ensure brand consistency and compliance with the CDC Style Guide. In addition, our subject matter experts (SMEs) have produced 100+ graphic design assets and reports to target a variety of NCHS audiences. These audiences include the public, researchers, survey participants, students, librarians, and media platform maintainers. Due to the CDC's high level of public visibility, we conduct strict 508 compliance reviews to ensure quality and consistency of all reports and publications. Notably, BLN24 executives come from diverse cultural backgrounds, contributing to a concerted corporate focus on cultural awareness and use of plain language. We provide sample fact sheets below.



**Project Communications:** As the prime, we communicate with all cognizant NCHS stakeholders, including the CO, COR, and GPM regularly. We provide weekly, monthly, and annual reports, including financial information and technical progress against program requirements. Our Executive Creative Director, Mr. Brian Nguyen, attends bi-weekly/monthly account meetings to ensure that all NCHS needs are met and to share best practices that can elevate the NCHS program.

**Dissemination Campaign and Implementing Communication Programs:** NCHS outreach is driven by BLN24's ability to be inclusive, engaging, and effective. We believe that by taking a thoughtful, strategic approach to communications dissemination, we positively serve NCHS by reaching all audiences in meaningful ways that drive positive outcomes for public health and well-being. Through digital and web-based publications, communication, and dissemination activities, BLN24 serves a variety of audiences, including hard-to-reach demographics (e.g., inner city, technology-constrained youth). BLN24 provides accessible, easily understandable information to underserved populations, such as low-income and minority populations, people with disabilities, and indigenous communities. We employ strategies to ensure that communications products are accessible, culturally appropriate, and tailored to meet the needs of a range of communities. One key aspect of our approach is to



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use plain language. This goal involves using simple, clear language that is easy for everyone to understand, regardless of their background or level of education.

**Creative Development and Production:** Our graphic design team provides rich user experiences using web design, graphic design, multimedia, infographics, reports, PowerPoints, and PDF documentation. We created a website platform that enabled targeted demographic segments to access the same resources and content as populations with greater access. Through this agency-led outreach program, BLN24 aims to bridge the gap to provide content and resources for all target audiences. BLN24 enhances client files, including complex, scientific data, and creates electronic and print products suitable for presentation to professional audiences. Moreover, we use an all-inclusive method of visual communication using images and design elements that are representative of targeted communities. In addition to these strategies, we prioritize accessibility to communications conduits/sites. All BLN24-produced CDC digital products and publications are compliant with Section 508 guidelines for accessibility of information and communications technology by people with disabilities.

**Value Delivered:** BLN24 produces and distributes, on behalf of CDC, Section 508-compliant communications products that are accessible to a wide range of demographic groups – products are presented in plain language to facilitate ease of understanding, increasing motivation to continue viewing/accessing available NCHS information and messaging. NCHS is legislatively mandated to collect, analyze, and disseminate national health statistics on vital events and health activities BLN24 receives requests from CDC program staff and health communication specialists to develop and produce enhanced statistical content into visual communication formats that can be disseminated to target national and international communities via printed and electronic media. BLN24 has published *hundreds* of National Health Statistics Reports and Fact Sheets that undergo strict 508 compliance and remediation reviews.

## 4.2 Human-Centered Design and Research

<b>Customer/Client Name:</b>	Internal Revenue Service (IRS), Office of Online Service (OLS)
<b>Customer/Client POC Email</b>	Tracy A Pope / tracy.a.pope@irs.gov
<b>Total Contract Value:</b>	\$4,252,397.29
<b>Duns</b>	080792217
<b>Period of Performance:</b>	9/30/2022 – 09/29/2024
<b>Contract Number</b>	2032H5-22-F-00569

**Description of Work:** Due to ever-changing taxpayer behaviors, the IRS Office of Online Services (OLS) recognized the need to update its internal and public-facing systems for better HCD and user navigation as well as more informative content to support the taxpayer's journey. To these ends, BLN24 works with OLS to proactively identify emerging taxpayer noncompliance trends; design new compliance processes; take advantage of online opportunities; implement strategies to capture lost revenue; and increase taxpayer compliance via online means. We also manage this contract as the prime, keeping costs down. For this project, BLN24 provides the expertise, knowledge, and skills to produce critical research as well as develop and create human-centered digital designs. We support program documentation, including mock-ups, diagrams, etc. More specifically, we provide:

- **User Experience Design (UXD)** from initial explorations to final development deliverables, including testing and documentation of all prototypes.

- **Quantitative and Qualitative Research:**
  - **Participant Recruiting and Management:** We recruit IRS customers from different demographics for UX research.
  - **Quantitative Research:** We research IRS customer goals, behaviors, and motivations through different avenues, including card sorting, surveys, task analysis, synthesis of data and research from multiple sources (e.g., online/website metrics, social listening, contextual/ethnographic studies). We identify pain points, locate opportunities, execute design thinking exercises, and formulate feature-specific personas, user flows, journey maps, and other UX artifacts.
  - **Qualitative Research:** BLN24 provides research operations services needed to conduct UX research and design tasks, including user interviews, focus groups, design thinking exercises, participant recruiting, scheduling, incentive payment, test planning, test execution, and reporting.
  - **Usability and User Research Reports:** We provide analysis, recommendations, supporting data, UX artifacts, usability data (e.g., A/V recordings and notes); deliver analysis and recommendations for research products; and translate usability and field research findings into design improvements.
- **Design Recommendations and Prototyping:** We deliver interactive designs and prototyping of artifacts that document and communicate design recommendations, including interface design, storyboarding, click-through prototyping, front-end product prototyping (HTML5 / CSS3 / JavaScript), IA, content strategy, wireframes, writing/editing based on plain language principles, and SEO.
- **Website Design, Application Design, UI Design, Style Guide, and Requirements:** We provide:
  - **User Models and UIs** for new and existing products and features.
  - **Use Case Requirements.**
  - **Product Design:** We evaluate IRS products and services through usability testing, heuristic analysis, expert reviews, concept testing, moderation, and analysis and reporting. We produce layouts, user interface elements, design specifications, and all relevant documentation, user interaction models, workflows, and User Interfaces (UIs).
- **Design Style Guide** (Task Area 2, 4): We create and document website and application design use cases and requirements, including providing visual design, functional specifications, content development, style guide, pattern library development, and UI requirements.
  - **Branding and Plain Language Guidance:** We provide guidance around language standards.



### 4.3 Web development Support Services for NTIA

<b>Customer/Client Name:</b>	National Telecommunications and Information Administration (NTIA)
<b>Customer/Client POC Email</b>	Soma Chary (COR) / <a href="mailto:schary@ntia.gov">schary@ntia.gov</a>
<b>Total Contract Value:</b>	\$3,420,896.55
<b>Duns</b>	NEED INFO
<b>Period of Performance:</b>	09/01/2022 – 08/31/2027
<b>Contract Number</b>	47QTBCB21D0018 / NTIA0000-22-00231

**Description of Work:** The scope encompasses the development, maintenance, and administration of both web-based and desktop applications, as well as the provision of web services for NTIA customers. These applications include Employee Manager, Enterprise Business Applications, NTIA Document Tracking System, and various NTIA public websites. The websites supported by Team Stealth are as follows:

1. NTIA's primary public website ([www.ntia.gov](http://www.ntia.gov))
2. Broadband USA – a site that facilitates the BroadbandUSA program, promoting innovation and economic growth by expanding broadband access and meaningful use across the nation.
3. Broadband Technology Opportunities Program (BTOP) website ([broadbandusa.ntia.doc.gov](http://broadbandusa.ntia.doc.gov))
4. State Broadband Initiative public website ([www2.ntia.doc.gov](http://www2.ntia.doc.gov))
5. The Institute for Telecommunication Sciences (ITS) public website (<https://www.its.bldrdoc.gov/>)
6. Federal Government Spectrum Compendium public website ([spectrum.gov](http://spectrum.gov))



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The objective is to aid NTIA in migrating its website portfolio from on-premises to a cloud platform. Throughout this project, Team Stealth is tasked with fulfilling the following requirements for NTIA:

1. Enhancing and refining the user experience for existing sites.
2. Ensuring that NTIA's digital presence is mobile-friendly.
3. Ensuring compliance with federal standards and regulations, including Section 508 compliance and adherence to USWDS (United States Web Design Standards).

Our engagement with the National Telecommunications and Information Administration (NTIA) exemplifies Team Stealth's depth of expertise in managing, upgrading, and optimizing high-impact public-facing websites for the GPO. Our role in advancing NTIA's digital infrastructure through strategic development and content management mirrors the strategic IT initiatives that are critical for the OCC's mission of ensuring a stable and secure financial system.

#### Comprehensive Management of Public Web Platforms:

- Consult: Strategic IT and Web Services: Our role within NTIA's Information Technology Division (ITD) and Business Application Management Branch (BAMB) involved strategic oversight and management of multiple high-impact public websites. This mirrors the SCCE's need for strategic management of public-facing financial information platforms.
- Build: Responsive Web Design and Compliance: We ensured that all NTIA websites were responsive and mobile-enabled, adhering to Section 508 compliance and conforming to the United States Web Design Standards (USWDS). This is particularly relevant to SCCE's mandate to provide accessible and user-friendly digital resources to a diverse audience.
- Enhance Drupal Themes: Our work with NTIA included enhancing and completing existing Drupal themes for deployment. Given OCC's requirement for a secure and modern web presence, our Drupal expertise ensures a seamless experience for users while maintaining high security and performance standards.
- UI/UX Design and Accessibility: We extended NTIA's style guides and developed new UI components, ensuring a user-centric design approach.

In addition to the website consulting services, Team Stealth also provides the below services for NTIA:

#### Expertise in Web Platforms:

- Drupal 7/8/9/10 Expertise: Our work with NTIA included enhancing and completing existing Drupal themes for deployment. Given OCC's requirement for a secure and modern web presence, our Drupal expertise ensures a seamless experience for users while maintaining high security and performance standards.
- UI/UX Design and Accessibility: We extended NTIA's style guides and developed new UI components, ensuring a user-centric design approach.

#### Broadband and Infrastructure Expertise:

- Internet for all and BroadbandUSA Initiatives: Our efforts in redesigning and developing platforms like Internetforall.gov and BroadbandUSA.ntia.doc.gov reflect our capability to support initiatives that require extensive outreach and information sharing.
- 5G Challenge: Maintenance of the 5G Challenge website underscores our capacity to manage platforms central to national infrastructure projects.

#### Security and Compliance:

- C-SCRIP Program: Our work with the C-SCRIP program demonstrates our commitment to security and risk information sharing.
- USPREPS for Public Safety: Maintaining the USPREPS.ntia.gov site for public safety



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broadband network planning showcases our expertise in handling websites that require coordination with state and federal entities.

**Compliance with Standards and Best Practices:**

- Section 508 and WCAG 2.0 AA Compliance: Our commitment to ensuring all NTIA websites meet accessibility standards reflects our capability to help the GPO meet these essential requirements, ensuring that all users, regardless of ability, have equal access to services and information.

**Agile Methodologies and Efficient Project Management:**

- Requirements Gathering and Team Coordination: For NTIA, we effectively gathered and coordinated requirements, schedules, and activities, contributing to high-performing team meetings.
- Responsive and Agile Operations: Our agile approach to maintaining NTIA's suite of websites ensures that we are responsive to new developments and user needs.

Our successful partnership with NTIA stands as a testament to Team Stealth's ability to deliver sophisticated digital solutions that enhance accessibility and ensure security.



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The Government Publishing Office (GPO)  
Design and Development Support for the Secretary of  
the Senate's Internal and External Websites  
Request for Proposal  
*Volume I - Technical Proposal*

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SOLICITATION/CONTRACT/ORDER FOR COMMERCIAL ITEMS OFFEROR TO COMPLETE BLOCKS 12, 17, 23, 24, & 30				1. REQUISITION NUMBER	PAGE 1 OF 23		
2. CONTRACT NO.	3. AWARD/EFFECTIVE DATE	4. ORDER NUMBER	5. SOLICITATION NUMBER	6. SOLICITATION ISSUE DATE 02/01/2024			
7. FOR SOLICITATION INFORMATION CALL: 			a. NAME	b. TELEPHONE NUMBER (No collect calls)	8. OFFER DUE DATE/ LOCAL TIME 02/29/2024 13:00		
9. ISSUED BY  GPO 732 North Capitol St NW Washington, DC, 20401, US			CODE GPO	10. THIS ACQUISITION IS <input checked="" type="checkbox"/> UNRESTRICTED OR <input type="checkbox"/> SET ASIDE: 0 % FOR: <input type="checkbox"/> SMALL BUSINESS <input type="checkbox"/> WOMEN-OWNED SMALL BUSINESS <input type="checkbox"/> HUBZONE SMALL BUSINESS <input type="checkbox"/> (WOSB) ELIGIBLE UNDER THE WOMEN-OWNED <input type="checkbox"/> SERVICE-DISABLED BUSINESS PROGRAM NAICS: <input type="checkbox"/> VETERAN-OWNED EDWOSB <small>SIZE STANDARD:</small> <small>SMALL BUSINESS 8 (A)</small>			
11. DELIVERY FOR FOB DESTINATION UNLESS BLOCK IS MARKED  <input checked="" type="checkbox"/> SEE SCHEDULE		12. DISCOUNT TERMS		13a. THIS CONTRACT IS A RATED ORDER UNDER DPAS (15 CFR 700)	13b. RATING		
15. DELIVER TO  See Schedule		CODE	16. ADMINISTERED BY	14. METHOD OF SOLICITATION RFQ <input type="checkbox"/> IFB <input checked="" type="checkbox"/> RFP CODE GPO			
17a. CONTRACTOR/ OFFEROR	CODE	FACILITY CODE	18a. PAYMENT WILL BE MADE BY CODE				
TELEPHONE NO.			18b. SUBMIT INVOICES TO ADDRESS SHOWN IN BLOCK 18a UNLESS BLOCK BELOW IS CHECKED <input type="checkbox"/> SEE ADDENDUM				
19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES  See Schedule			21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
(Use Reverse and/or Attach Additional Sheets as Necessary)							
25. ACCOUNTING AND APPROPRIATION DATA						26. TOTAL AWARD AMOUNT (For Govt. Use Only)	
<input type="checkbox"/> 27a. SOLICITATION INCORPORATES BY REFERENCE FAR 52.212-1, 52.212-4. FAR 52.212-3 AND 52.212-5 ARE ATTACHED. ADDENDA <input type="checkbox"/> 27b. CONTRACT/PURCHASE ORDER INCORPORATES BY REFERENCE FAR 52.212-4. FAR 52.212-5 IS ATTACHED. ADDENDA						<input type="checkbox"/> ARE <input checked="" type="checkbox"/> ARE NOT ATTACHED <input type="checkbox"/> ARE <input type="checkbox"/> ARE NOT ATTACHED	
<input type="checkbox"/> 28. CONTRACTOR IS REQUIRED TO SIGN THIS DOCUMENT AND RETURN _____ COPIES TO ISSUING OFFICE. CONTRACTOR AGREES TO FURNISH AND  DELIVER ALL ITEMS SET FORTH OR OTHERWISE IDENTIFIED ABOVE AND ON ANY ADDITIONAL SHEETS SUBJECT TO THE TERMS AND CONDITIONS SPECIFIED						29. AWARD OF CONTRACT: REF. _____  OFFER DATED _____ YOUR OFFER ON SOLICITATION (BLOCK 5), INCLUDING ANY ADDITIONS OR CHANGES WHICH ARE SET FORTH HEREIN, IS ACCEPTED AS TO ITEMS:	
30a. SIGNATURE OF OFFEROR/CONTRACTOR  			31a. UNITED STATES OF AMERICA (SIGNATURE OF CONTRACTING OFFICER)				
30b. NAME AND TITLE OF SIGNER (Type or print) Rahul Sundrani, President Stealth Solutions			30c. DATE SIGNED March 27, 2024	31b. NAME OF CONTRACTING OFFICER (Type or print)			31c. DATE SIGNED

19. ITEM NO.	20. SCHEDULE OF SUPPLIES/SERVICES	21. QUANTITY	22. UNIT	23. UNIT PRICE	24. AMOUNT
	See Schedule				

32a. QUANTITY IN COLUMN 21 HAS BEEN

RECEIVED       INSPECTED       ACCEPTED, AND CONFORMS TO THE CONTRACT, EXCEPT AS NOTED: \_\_\_\_\_

32b. SIGNATURE OF AUTHORIZED GOVERNMENT REPRESENTATIVE	32c. DATE	32d. PRINTED NAME AND TITLE OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
32e. MAILING ADDRESS OF AUTHORIZED GOVERNMENT REPRESENTATIVE		32f. TELEPHONE NUMBER OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
		32g. E-MAIL OF AUTHORIZED GOVERNMENT REPRESENTATIVE		
33. SHIP NUMBER	34. VOUCHER NUMBER	35. AMOUNT VERIFIED CORRECT FOR	36. PAYMENT	37. CHECK NUMBER
<input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL			<input type="checkbox"/> COMPLETE <input type="checkbox"/> PARTIAL <input type="checkbox"/> FINAL	
38. S/R ACCOUNT NO.	39. S/R VOUCHER NUMBER	40. PAID BY		
41a. I CERTIFY THIS ACCOUNT IS CORRECT AND PROPER FOR PAYMENT		42a. RECEIVED BY (Print)		
41b. SIGNATURE AND TITLE OF CERTIFYING OFFICER		41c. DATE	42b. RECEIVED AT (Location)	
			42c. DATE REC'D (YY/MM/DD)	42d. TOTAL CONTAINERS