Wild Wonders Proposal

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DEVELOPMENT
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SPRING 2018
Utah Valley University

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1.0 Client

Wild Wonders
Mailing Address:
PO BOX 104, Salem, UT
84655

Sarah Jacobsen
801-367-4566
wildwonders@msn.com

Based in Utah County, Utah, Wild Wonders is a state and federally licensed and insured, non-profit animal education facility that provides a home for injured, displaced, non-releasable, and geriatric animals. These animals have become ambassadors to help educate people about the wonders of the animal kingdom. Wild Wonders is dedicated to the care and nurture of these special animals and in sharing their stories and their lives to all who wish to listen.

Mission:

• Provide a licensed home for rescued and adopted exotic animals from Utah and around the world
• Educate the general public about the wonders of the animal kingdom
• Help to create a personal bond with wildlife so as to foster the responsibility of caring for our natural resources
• Entertain groups of all sizes and allow up-close and personal interactions with wildlife

2.0 Statement of Need

Wild Wonders does a lot to rescue animals and educate different organizations about wildlife. Their purpose and reach in the community they serve could be increased with a more updated and responsive website. Currently, the Wild Wonders website appears outdated and is completely unresponsive to mobile devices. With modern improvements in technology and mobile devices we are seeing more and more people accessing websites using their tablets and phones. In order to be most effective in marketing their services, Wild Wonders needs a revamped site that can communicate what their business does to all site visitors on desktop, tablet, and phone in an efficient and engaging way. This will bring more rapport and respect for the business as well as more interested/informed customers seeking their services.

3.0 Client Goals

- Market the services of Wild Wonders effectively in an online world for phone, tablet, desktop and other mobile devices
- Effectively communicate business branding through the design, content and attitude of the site
- Manage text/information throughout the site by using a CMS (for current employees/managers at Wild Wonders who have little to no experience maintaining a website)

4.0 Proposed Solution

In order to fulfill the client's goals, the Digital Media Team (DGM) will build Wild Wonders a new website using Wordpress. This website will be fully responsive to different browser widths, tablets, phone devices and desktop screens. It will also contain the content that the client currently has on their site (with some possible additional copy). The new website will fully utilize digital and web design principles to effectively communicate branding and content in a rich and engaging way. The website will be built in Wordpress so that the client can easily log in to the site and edit text and image elements as needed. The DGM team will also create a printable and visual walkthrough of how to do this so that the client is informed and empowered to easily make these adjustments themselves.

5.0 Deliverables

- A redesigned, responsive, and Search Engine Optimized website for Wild Wonders
- A printable walk through document for how to update the new website using the Wordpress CMS
- A video walk through (.mp4) showing how to update the website
- Proposal
- Design Document
- Results of user testing

6.0 Success Metrics

With an updated website, Wild Wonders hopes to see measurable benefits in the following areas. An increase in

- Website traffic
- Newsletter sign ups
- Donations and revenue from animal programs and site visits
- Requests for special events, such as educational programs, birthday parties, corporate events, and site visits
- Website update efficiency

7.0 Audience | Stakeholders

Audience

Wild Wonders has a wide variety of audiences. Here is a list of the target audiences for the site and reasons they come to the site to seek help from Wild Wonders.

Educators
- Classroom presentations
- School assemblies
- Field trips
- Science club trips

Community Members
-Stage programs
- Community events
- Fairs
- Scout visits & projects (Boy Scout, Girl Scout, Cub Scouts)
- Eagle Scout projects
- Birthday parties
- Reunions
- Family activities

Corporations & Businesses
- Corporate events
- Company parties

Advertisers & Media Producers
- Photo sessions
- Art classes
- TV & Movies
- Animal exhibits

Stakeholders

Sarah and her husband are the main stakeholders within the business. They build the shelters and provide the food for the animals. She does take donations to help maintain the animals health. Many different organizations call Sarah when they find an animal that has been rescued and needs a place to stay.

8.0 Requirements

8.1 Content

In addition to a home page the new site must include information about the following topics:

- Programs (Education & Birthday Parties)
- Visiting the Facility
- Corporate Events
- Special Requests
- Getting Involved (Donations)
- Animal Ambassadors (photos & descriptions)
- Eagle Scout Projects
- Experience Programs
- Testimonials
- FAQs
- About Us
- Contact Us

8.2 Functional

Site	Functions
Donate	Site visitors will be able to donate money using PayPal or see lists of donation items that Wild Wonders needs to maintain their animals. Site visitors will also be able to access a wish list on Amazon from the Wild Wonders Site.
Subscribe	Site visitors will be able to sign up to the Wild Wonder's newsletters where they will learn about upcoming events and new animal arrivals.
Learn	Site visitors and students will be able to come to the Wild Wonder's Animal Ambassadors pages on the site to learn about each animal. This information will be current and credible so it can be used in school papers and reports.

8.3 Product Qualities

Goals	Measurements
Efficiency: website must be easy to use and quickly locate the desired information.	Given representative tasks, new users will be able to navigate the website and find the information or data they need in 20 seconds or less.
Subscribe: website will be perceived as engaging, informative, professional and fun.	After using the website, users will rate their experience with an average rating of four or greater on a five-point scale where five is the most positive rating.
Learn: website will provide credible information for students to use in research papers for school.	After the information has been written about each animal, school teachers will read through each Animal Ambassador page to approve the information listed and let their students know Wild Wonders is a credible source.
Optimize: website will be optimized for search engines to index and crawl, resulting in higher SERP (Search Engine Results Page) rankings.	The DGM Team will utilize Google Analytics to track online traffic and provide useful information to the Wild Wonders team concerning their website visitors for marketing and advertising purposes.

8.4 Constraints

- Keep current site active while new site is under development
- Build new website on a separate server and then transfer over when complete
- Ensure website functions properly across all internet platforms
- Maintain or improve current Google ranking
- Finish and publish site no later than July 13, 2018
- The new website needs to be hosted through Bluehost using their Basic Shared hosting plan for ease of access/update compatibility with Wordpress (domain will be transferred to this new host)

9.0 Devolopment Process

9.1 Phases

Project Initiation	Pre-Production	Production	Post-Production
Digital Media Team Analyze target audience Conduct kick-off meeting Prepare kick-off meeting Client sign off on proposal **Wild Wonders Team** Provide site content Attend kick-off meeting Provide information on goals, success metrics and scenarios with the DGM team. Review and sign-off proposal	**Digital Media Team** Design a strategy, scope, structure and surface treatment for website. (Build design document) Create wireframes as well as working prototypes Conduct preliminary usability tests Plan database structure for forms and subscriptions **Wild Wonders Team** Review design document Sign-off on design document	**Digital Media Team** Code and style website Transfer content/ images to website Create website maintenance instructions Implement Search Engine Optimization (SEO) for website Transfer existing website domain to new hosting service Ensure transfer does not make current website lose Google search ranking **Wild Wonders Team** Provide content to transfer/add Review and approve the site as it is progressing Meet with DGM team for sign-offs and feedback	**Digital Media Team** Create test plans Conduct final usability test and make needed revisions Collect feedback from client as well as a sample of potential users Conduct quality assurance/fix any bugs Deliver final product Sign-off Produce & submit final product documentation for DGM department **Wild Wonders Team** Provide feedback for DGM team Sign-off on deliverables

9.0 Devolopment Process

9.2 Development Tools

Document Creation: InDesign, Illustrator, Microsoft Word, Google Docs
Wireframes/Prototypes: Illustrator, Photoshop, Invision, XD
Development: Dreamweaver, Sublime Text, BlueHost, Wordpress, gitHub,
screenCast, Captivate, Koala

9.3 Development Team

Cody Moulton - Project Manager, Web Developer

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Krista Bice - Web Developer

    435.862.0517 - krista.bice2@gmail.com

Kyle Casey - UX Designer

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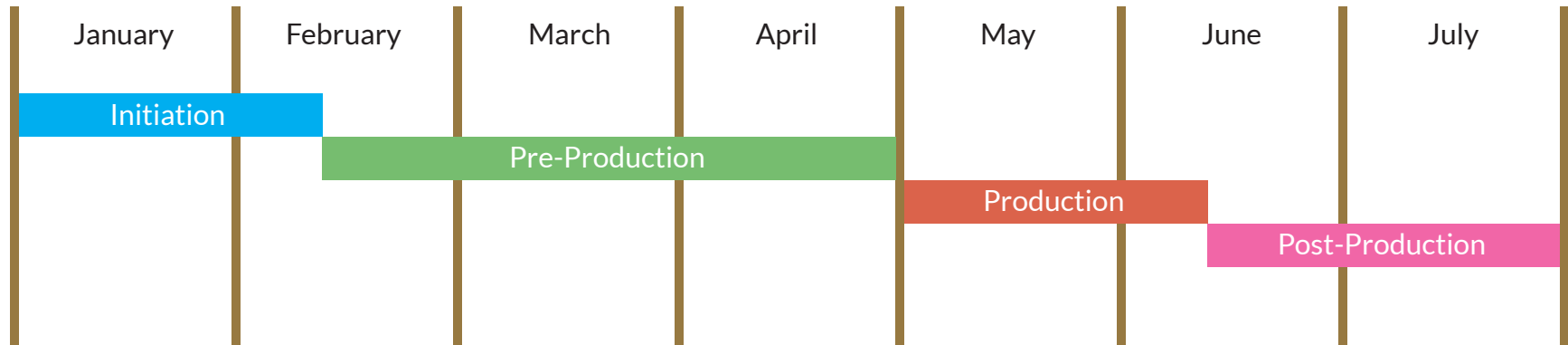
9.0 Devolopment Process

9.4 Quality Control

To help ensure the quality of the final website, the DGM Team will incorporate usability and functional testing throughout the development process. At the end of the process, the DGM Team will have a representative sample of users (6-10) look at the finished product and complete a user satisfaction survey. The team will also incorporate the following client reviews and checkpoints to help guarantee the client's satisfaction with the final product.
• Proposal review/sign-off
• Design Document/Script review/ sign-off
• Alpha-release review/feedback/ revisions
• Final product review/sign-off

Upon receipt of all final deliverables the client will sign-off on the project and complete a user satisfaction questionnaire for the Digital Media Department. The questionnaire asks clients to rate their perceptions of the final product as well as the quality of the service and performance of the project team.

10.0 Timeframe

	January	February	March	April	May	June	July

Initiation

Pre-Production

Production

Post-Production

11.0 Project Scope

This section describes the scope of the project in terms of factors that influence cost. The DGM Team's estimates of costs and time frame are based on these assumptions. If the scope changes significantly, time and cost estimates will also need to be adjusted.

Website Redesign/Build	The DGM Team will build 16-20 pages for the site and a WordPress template for the client. Time, it takes to build out the 16-20 web pages needed for this site. Building a WordPress template for the client.
Client Walk Through	The DGM Team will create a 5-10 minute tutorial to walk-through the process the client will use to update the website. The DGM Team will also provide a 10-15 page packet to document walk-through.
Website Content	Wild Wonders will be providing the UVU team with all copy and content for the website.
Photographs	The UVU DGM Team will provide a total of 15-20 photographs that can be used on the website. All other photographs to be used on the website will be provided by the Wild Wonders Team.
Client Reviews and Revision	Client may request a total of 5 revisions at the previously designated review points. Significant revisions after the alpha review may result in a required cost and time adjustments.
Testing	The DGM Team will: Conduct usability test using 5-6 users at least once during the development of the website. Conduct a client satisfaction survey with approximately 6-10 representative users at the end of the projects. Provide results

12.0 Cost Estimate

Although the labor required to produce this project is being donated, the DGM team wants to let the Wild Wonders team to know the typical cost for a project of this scope. The DGM Team is sharing this information to make the Wild Wonders team aware of the value your organization will receive for being willing to collaborate with the DGM Team in this endeavor. A project of this scope would usually cost between $10,000 to $12,000 assuming student rates of $15 - $25/hour. A more detailed final budget and cost estimate will be included with the Design Document.

13.0 Proposal Sign-off

This document has been reviewed and the content and requirements described therein conform to an agreed upon understanding of the design need.

Team Signatures

(signature)   2-10-18

Cody Moulton
Project Manager, Web Developer   Date

(signature)   2-10-18

Krista Bice
Web Developer   Date

(signature)   2-10-18

Kyle Casey
UX Designer   Date

Utah Valley University Approval

(signature) Trudy Christensen   2-27-18

Trudy Christensen
DGM Professor, Advisor   Date

(signature) Paul Cheney   2-23-18

Paul Cheney
DGM Professor, Mentor   Date

Client Approval

(signature)   2-14-18

Sarah Jacobsen
Wild Wonders Owner/Founder   Date