EXECUTIVE SUMMARY
Create an engaging web site that allows key stakeholders to get updates on CCSF’s progress in meeting the goals required to retain their accreditation. The site will also help Bob Agrolla connect with CCSF’s target audience and gain community support.

- The web site will give user groups ease of access to up-to-date as well as background info on a crisis at hand.
- The web system will also allow for easy updates such as integrating new content, adding pages and features (i.e.: forms, surveys, videos, links, etc.) as the organization reaches milestones in its development. A form will be created that captures contacts for database usage.
- Create an easily updatable interactive infographic that explains the path to Accreditation
- Create a visual look that supports CCSF’s values. Testimonies with images of students (portraits/ success stories, quotes) or statistically graphics may be used to add credibility to CCSF’s case and educate audience.

Essentialize designs streamlined interactive solutions that help organizations connect with their audiences more effectively. We are user interface and branding experts who provide cost-effective strategic solutions. Our team has deep experience developing dynamic web sites and database driven Content Management Systems that align with your business goals. We create solid structures, cross-media visual communications and design systems that build awareness, explain core value and make information easy to access, understand and remember.

METHODOLOGY
We will work closely with you to craft a flexible, scalable Internet strategy that meets your business objectives. Using our rigorous project management methodology, we’ll develop a plan and collaborate with you at key milestones to ensure the site meets your needs and is delivered on time and budget.

- Site design, technical recommendations and implementation are all driven by client goals and identified user needs. We will work closely with you to brainstorm on solutions, build consensus and document all project requirements. This ensures that the organization’s needs are met and no elements are left out once site design begins.
- We use storyboards, visual treatments and prototypes to rapidly present concepts and move quickly to a final design solution. Once features and design requirements are established, we’ll develop specifications and project documentation to ensure that site development flows smoothly. Our Quality Assurance testing ensures site functionality and content are ready for public launch.
WEB DESIGN AND DEVELOPMENT

CONSULTING
• Develop project plan, schedule of milestones and coordination
• Build consensus
  o Work with stakeholders to prioritize areas of interest and features that best serve key audiences needs and meet organizational goals.
  o Light research of relevant websites and summary of best solutions
  o Establish content map.
• Develop a modular web strategy, specify design and technical guidelines:
  o Specify a minimum PHASE 1 starter system that can be scaled
  o Develop a design document that defines use cases, features and growth plan
• Define structure, web system requirements and deliverables.
• Includes up to 10 hours of consultation for above tasks including 2 in-person client meetings in Bay Area plus phone reviews and correspondence as needed.

DESIGN
We take a systemic approach that addresses your current needs while allowing for flexibility and expansion such as adding sections, sub categories, images or functionality.
• Design clear global navigation that allows the user to access vital information from anywhere in the site.
• Create a hierarchy of information on the homepage to accentuate content of the highest value to users and drives key audiences to calls to action and ease of access to deeper levels of info. Consolidate and organize information into categories so links are easily accessible
• Wire frame prototypes will be created demonstrating the use case for accessing task-based information (i.e.: how a user would find specific solutions within a category along with a call to action link).
• Design and produce templates that set standards for sections and hierarchies of content in order to maintain a consistent user experience and establish a sense of place. Includes 3 to 4 templates.
• Consideration for designing a responsive design structure that works cross-platform (desktop, mobile, tablet)
• Create an overall visual look. 2-3 concepts with one to be refined are included. Look to be compatible with CCSF’s existing site. Establish design guidelines for a consistent experience
• Customize clients or stock imagery* to support messages and organization’s identity. Create up to 6 icons for key sections or areas of interest. Optimize images for fast download.
TECHNOLOGY

- **WordPress Platform**: This PHASE 1 CMS system gives the ability to update or add content, pages, links, images and documents. Ability to embed code for social media such as integrating a Facebook and/or Twitter widget to allow visitors to see post updates or like the page to further increase awareness of the project. Plug-ins include for a form linking to database. Call to action form will mine info for database. Future features and functionality may be added as modules in PHASE 2.

- **Theme**: A purchased theme framework* can accelerate development and be the most cost-effective way to add functionality. We may use a theme depending on the project’s defined requirements. Themes may be customized to fit a project’s unique needs.

- **Site set up**: WordPress installation. Site will be hosted on a server external to the CCSF website in order to facilitate a faster deployment. Support CCSF’s IT team to link to new site once it is operational.

- **Programming**: Theme implementation for 6-10 pages of content including blog. Create CSS style sheet standards.

- **SEO**: Search Engine Optimization is taken into consideration in every aspect of your project from information architecture, coding, to design. Structure and page titles are Search Engine Optimized to promote good ranking in search engines. An XML sitemap will be created and submitted to Google. Necessary SEO and analytical plugins will be installed on website and configured.

- **Automatic Backups Configurations**: Website will be configured to support the ManageWP plugin. The ManageWP plugin will keep a local and remote backup of the website files. Backups will occur daily and iterations will be kept for 3 days. Backup service is included in website project for 1 year from the completion of the project. After such time, continued service will be billed at $5 per month or cancelled at Client’s request.

- **Quality Control**: Test & Q/A, Launch, bug fixes up to 2 months

**Training**: 1 hour of training (for updating and editing content and images)

TOTAL DESIGN AND DEVELOPMENT / PHASE 1: $5500-$6500

* Cost will be refined once design and technology requirements are defined in detail.

**PLUS BUYOUTS**:

WordPress Theme: Approx. $100

Stock imagery: Optional (if photos not provided by CCSF): From $30 to $100 per image - for unlimited use. Total cost TBD once creative direction is set.

Domain Registration and Website Hosting: If Client wishes us to purchase a domain and web hosting, these fees will be added to the final project cost. We recommend MediaTemple whom specializes in hosting WordPress websites. Domain registration through MediaTemple is $5 for the first year and $12/yr thereafter. Hosting is $20/month. If client wishes to purchase these separately, client will notify us so we can ensure host has the necessary capabilities to host a WordPress site with the project’s required functionality.
FUTURE DESIGN AND DEVELOPMENT NEEDS:
Billed @ $95 per hour. Estimates for specific tasks may be provided before proceeding.

Ongoing general site maintenance/update will take approx. 2-4 hours each month but some of this can be handled by designated in-house support.

ITEMIZED ADDITIONS:

INFOGRAPHIC

Create an easily updatable interactive infographic that explains the path to Accreditation

• Assess needs to determine best structure, content organization, features and use of interactive functionality

• May include data visualizations (i.e.: to show fiscal, statistical info, trends, timeline, comparisons, etc.)

• Interactivity may include hovering (i.e.: to see more details and link to resources), Panning and zooming, selecting, turning on and off- to be determined after needs assessment

• Graphics will be html/CSS-based for easy updates and may in some cases be dynamic

TOTAL INFOGRAPHIC:
Assessment, design and programming- $1200-$2500*

*Range reflects complexity of needs. Cost to be refined once scope of work is defined in more detail.

ASSESSMENT CONSULTATION

10 hours of consultation are included in the web design and development package as stated above. Additional consultation might be needed to prioritize areas of interest or define features and requirements. This may include iteration regarding web or infographic structure, content map, technical specifications, responding to CCSF’s requests, making presentations, etc. Billed at $95 per hr. Tasks will be estimated and approved before proceeding.

PROJECTED COST: $1000-1500 TBD
WHY WORK WITH US

• Our design and development goals are driven by marketing and business needs
• We develop long-term solid, scalable design and technology solutions
• We're a small focused team with proven methodologies
  - That results in high quality, lower costs, less bureaucracy
• We understand how to build powerful brand experiences and integrate existing ones
• As user interface experts, we understand how to engage different user groups
• Understand how to make complex information accessible and easy to understand
• Word-Press experts with proven results

ABOUT:
Essentialize is a visual communications consultancy that helps companies tell their stories more effectively. We capture and explain business concepts by extracting extraneous elements to clearly reveal the core value of messages.

Diana Losch, Principal /Creative Director: Diana has over 15 years of experience working with non-profit organizations, Fortune 500 and early stage companies. As founding principal of Essentialize, her focus is designing information and creating branding programs that help companies attract key audiences, make info accessible and quickly show value. Her capabilities range from designing dynamic marketing sites and task-based mobile apps and interactive and educational tools for clients such as The Oakland Zoo, Cisco, University of Phoenix, VMware and Novartis—to helping early stage clients such as AirKast, Fluential, IntraPace, Proximex, Insight Capital and Narus gain recognition and explain their value to key audiences through cross-media branding and communications programs. Capabilities include: ID and branding systems, web and mobile app design, web banners, print, ebooks, infographics and presentations. Previous to founding Essentialize in 2005, Diana was Partner/Creative Director of The Young Group an Interactive design firm working with Fortune 500 and early stage companies and Senior Art Director for Mullaly Communications a Life Science Advertising agency.

Joel Adachi, Web Developer is a WordPress developer and premiere provider of email marketing intelligence that serve a growing demand for high quality email performance for residential developments. Joel handles web solutions and email distribution for some of the Nation's most successful urban real estate development projects, non-profits and technology companies. He develops sites for small and mid-sized homebuilders through a partnership with Builder Target, a leading national home builder content marketing agency. Other clients include: Polaris Pacific, The Mark Company, Verve, The Kor Group and The Allis Collective. As a former real estate Sales Associate for multi-unit residential projects including Arterra, San Francisco's first LEED-certified high rise residential development, Joel's combined expertise in sales, marketing, and technology disciplines for the last decade provides clients with exceptional thought leadership in all aspects of web strategy and email marketing. He specializes in WordPress development where he can bring state of the art automation technology to his clients within a budget that they can afford.

ESSENTIALIZE
Learn more: http://essentialize.net
Contact: Diana Losch, Principal, Creative Director
510-435-4725 diana@essentialize.net
1085 59th St Firehouse, Suite 4, Emeryville CA 94608
TERMS:

• **Change of scope:** If the scope or nature of client's needs changes new agreements may be made before proceeding.

• **Billable additions:** Additions or edits that fall outside of scope of project will be estimated and approved provided before proceeding.

• **Invoicing:** FIRST INSTALLMENT: ($3250) 50% of PHASE 1 due upon start of project. SECOND INSTALLMENT: ($1200) Infographic upon approval of design, THIRD INSTALLMENT: Remaining amount due at PHASE 1, web launch.

• **Delays:** If project is delayed beyond 30 days of set schedule, client will be billed for outstanding work-to-date.

• **Cancellation:** In the event of cancellation of this agreement by client Ess will bill pro rata for work completed through the date of the request while reserving all other rights under this agreement.

• **Client relations:** Client will provide Ess with one authorized point of contact, or other person designated by Client to convey information, approvals, feedback and communications in a timely manner.

• **Buyout Expenses:** Client agrees to reimburse Ess for all expenses of buyout expenses including but not limited to stock illustration, photography, technology, sales tax, hosting, etc. Estimates will be provided for all buyouts and approved before proceeding with purchase. Buyouts will be itemized and included in final invoice.

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**diana losch**

Diana Losch, Essentialize  
Date: 9/23/13

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CCSF  
Date: