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Jefferson Parish Economic Development Commission
ATTN: Kelsey Scram
700 Churchill Pkwy
Avondale, LA 70094
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January 14, 2025

Dear Ms. Scram:

Storyworks Creative LLC is pleased to present you with our offer in response to the request for proposal, Design and Development of JEDCO Website Under Jefferson Parish Attraction Campaign Cooperative Endeavor Agreement, Resolution Number 141593 (RFP no: 24-0912).

Storyworks is a multidisciplinary creative agency that helps organizations tell their story and elevate their brand across multiple formats and channels. We help develop the overarching messaging and narrative, then work with our clients to bring their story to life in any media, from bite-sized video vignettes to entire websites.

With our expertise as a strategic brand-building partner, we see this project as more than just a website redesign and migration. Our expertise lies not only in designing and developing user-centric, visually stunning websites but also in shaping narratives that resonate with target audiences and inspire action. For JEDCO, this means creating a website that doesn't just inform but captivates—showcasing the parish as a vibrant hub of innovation, entrepreneurship, and economic opportunity.

By combining strategic brand-building, compelling storytelling, and cutting-edge web development, we'll ensure your new site is a dynamic tool to position Jefferson Parish as the prime destination for business investment and growth. Our holistic approach ensures that your website becomes more than a digital presence—it becomes a cornerstone of your brand strategy and a catalyst for your vision.

We work with both startups and large organizations and have a proven record of designing and developing websites that engage, captivate and drive action. We are well-positioned to deliver the same for JEDCO.

Based on the following expertise, we believe we are well-qualified to deliver on the services outlined in your RFP:

- Superior visual storytelling and design skills that can impart the ethos of innovation and vibrancy to Jefferson Parish as a desirable place to work, play and raise a family.
- Well-developed processes and tools to accelerate development and testing.
- Hands-on experience with various content management systems including WordPress, Drupal, Statamic / Laravel, Squarespace, Apostrophe.
- A network of developers and designers we can tap into for deep expertise and problem solving.

Our team members bring deep expertise in their respective fields while also possessing versatile skills in complementary domains. For instance, Rita Chang excels in project management and client services, and she also brings valuable experience in content strategy and user experience design. Our core team for this project would comprise of:

- Rita Chang, project lead and content strategist
- Judy Moniz, website designer
- Sean Callahan, web developer

Sincerely,

_____

Rita Chang
Principal, Storyworks Creative

JEDCO
Jefferson Parish Economic Development Commission

STORYWORKS

Bid for Design and Development of JEDCO Website Under Jefferson Parish Attraction Campaign Cooperative Endeavor Agreement, Resolution Number 141593

January 14, 2025

RFP Number: 24-0912
Firm Name: Storyworks Creative LLC
Proposal Receipt Date: _____
Proposal Receipt Time: _____

Table of Contents

1) Qualifications and Experience

a) Overview

Storyworks Creative was founded by Rita Chang in 2018 to help clients tell brand stories that have a real-world impact.

Our services include messaging and story development, website development and visual design, strategic branding initiatives, and campaign creation along with their companion digital and print assets such as copy, illustration, video, collateral, and advertising. Our clients range from Fortune 500 companies to start-ups and include Intuit, Wipro, and Flex.

b) Project team

Roles	Name	Responsibilities
Project lead	Rita Chang	Drive the planning, execution, and delivery of the project, ensuring it stays on schedule and budget, and meets objectives. Coordinate teams, manage resources, and serve as the primary point of communication between JEDCO to ensure successful outcomes. Rita is well-suited to oversee the project as she has a deep understanding of the digital landscape, being versed in user experience, content strategy and digital marketing and has a strong grasp of the web development process.
Web developer	Sean Callahan	Lead the overall web development effort, bringing in other developers to assist the project as needed. As a full-stack web developer, Sean will build the site that users interact with and handle behind-the-scenes logic and database interactions. He is intimately familiar with multiple content management systems (CMS), including WordPress, Drupal and Statamic/Laravel.
UI/UX designer	Judy Moniz	Translate brand identity and design principles into visually appealing and functional web interfaces that enhance usability and aesthetics to create the overall look and feel of the new JEDCO website. Judy will focus on layout, color schemes, and visual elements to ensure an engaging and cohesive user experience. Also versed in UX design, Judy will ensure the new website delivers an intuitive user experience by developing wireframes and optimizing site navigation and functionality.
Content strategist	Rita Chang	Lead content strategy execution including integrating search engine optimization (SEO), taxonomy, and information architecture to create a well-organized, user-friendly and discoverable website.

Rita Chang, Principal of Storyworks Creative

Areas of specialty

- Project management

- Content strategy

- User experience (UX)

Proposed role

Rita will lead the project, and serve as the key point of contact for JEDCO. She will own the overall deliverable and lend her UX and content strategy expertise to guide the site build.

Years of relevant experience and education

25 years of relevant experience;

B.S. in Business Administration, UC Berkeley, Berkeley, CA

M.S. Journalism, Northwestern University, Chicago, IL

Role in similar projects

With three decades of corporate experience, Rita has a range of expertise that would enable her to successfully lead and deliver the JEDCO project.

Rita has worked at some of the world's largest brands in different capacities, from executing content marketing initiatives at Meta/Facebook to managing websites and leading large-scale web projects at TIBCO Software.

As a former journalist, she is an exceptional storyteller and has worked with many clients to bring their brand and product stories to life. She knows how to choose the right format to best express each story and is well-versed in all aspects of content strategy, from user personas to search engine optimization to content governance.

Fresh off a County of Santa Clara website migration project in December 2024, Rita played a pivotal role in redesigning and migrating more than 80 agency websites within the County's web portfolio. Over the course of 1.5 years, she was among a team of designers and developers to transition the sites from the .org to the .gov domain on the Drupal platform. This effort also elevated the County's brand and user experience by implementing a robust design system featuring a suite of pre-built web functions and features.

Acting in a UX designer capacity, Rita drew on best practices in user experience and her strong understanding of user behavior to bring County department websites to modern web standards and conventions. She trained department web editors on everything from search engine optimization to web accessibility standards.

Rita is also an experienced project leader, having been a scrum master at TIBCO Software where she led the revamp of TIBCO's corporate website as part of a global brand refresh and used the Agile project management technique to iterate and deliver quickly.

At TIBCO, she also oversaw a portfolio of websites and partnered with product and marketing teams to turn their needs into effective web solutions. Acting as a bridge between the business

and a creative team of writers, designers, and web developers, she communicated effectively with both sides and worked closely with each team member to meet the company's web objectives.

Judy Moniz

Areas of specialty

- Web and graphic design

- User experience

- Front-end web development

- Original illustration

Proposed role

Judy will create wireframes to lay out content and define user interactions on key pages that are to be built or revamped, advocating for user needs and accelerating their journeys. She will transform the wireframes into compelling website design and ensure the new site is visually engaging and on-brand.

Years of relevant experience and education

20+ years experience
BA, Art, UC Santa Cruz, Santa Cruz, CA

Role in similar projects

Judy not only knows how to wireframe and design websites, she also knows how to develop them. As a well-rounded designer, Skilled in both UX and UI, she has built websites for clients in WordPress from start to finish. She has also done standalone web, brochure and newsletter design projects. From Levi Strauss to Citibank, she routinely works with some of the largest brands in the world to create original illustrations.

Sean Callahan

Areas of specialty

- Full-stack web development, skilled in both front- and back-end
- JavaScript, HTML, CSS and PHP
- WordPress theming, plug-ins and APIs
- Responsive design, cross-browser compatibility, and page load optimization
- Integrations with other systems, from ecommerce to CRM
- API design and development
- Web accessibility standards

Proposed role

Sean will (1) build an impactful website that delivers on your requirements and (2) Provide technical expertise to analyze and provide recommendations and solutions

Years of relevant experience and education

15 years of web development experience

Bachelor's of Science, Media Arts, Platt College, San Diego, CA

Role in similar projects

Sean has consulted and executed web technologies and content management platforms in agency environments, most recently at Clear Digital. He knows how to collaborate with clients and UI and UX designers to carry out their vision.

He also previously worked with a Storyworks client to recommend a user-friendly solution that can be used by their nontechnical staff to manage their website. Sean helped to research a number of content management systems to help us land on a recommendation.

Sean is a versatile professional with extensive experience in leading and executing website development projects. As he started his career as a graphic designer, he brings a sharp eye for visual aesthetics and style, allowing him to apply a design-focused perspective to ensure the final site is not only functional but visually stunning.

c) Relevant experience

Client	Project deliverable	Duration	Cost
County of Santa Clara* Largest in Northern California	Collaborated with more than a dozen departments to develop their site architecture and navigation, apply design system and components, amplify storytelling through improved user flows and simplified copy, adopt web accessibility standards, optimize for search. The size of these department sites ranged from having 30 pages to more than 500 pages.	1.5 years	More than $1 million in staff salaries and consulting fees
Defense Language Institute** US Department of Defense educational and research institution	20+ language games, migration of 1000's of xml lessons, CMS architecture redesign.	2 years	More than $1 million in staff salaries and consulting fees
Wipro Publicly traded global technology company	Wipro Office of the CTO messaging, narrative arc and microsite design	5 months	$25,000

Mindstrength Strategy consulting firm	CMS selection and site launch for Mindstrength.com	3 months	$10,000

* Rita Chang contracted on this project
** Sean Callahan contracted on this project

d) References

Project	Reference*
Santa Clara County website migration	Jeff Sherman Project leader Santa Clara County jeffrey.sherman@isd.sccgov.org 650-387-4927
Web development at DoD's Defense Language Institute	Branka Sarac Director branka.sarac@dliflc.edu
Wipro CTO microsite design	Alex Beal Wipro Chief Marketing Officer until March 2024 alex.beal@gmail.com
Mindstrength	Akhil Kohli CEO, MindStrength akhil@mindstrength.com

* Most references asked us to share only their email address

2) Conceptual approach of project

a) Summary of approach

Multifaceted talent

Although Storyworks is a relatively young agency, each of our lead team members brings extensive experience in creating exceptional web experiences. One of our key differentiators is the broad expertise our team leads bring, extending well beyond their primary specialties and delivering exceptional value and versatility.

For example, Rita Chang's background in UX and Sean's expertise in graphics design are additive to Judy Moniz's deep UI/UX experience. Judy's dual capabilities as a visual designer and UX expert mean her wireframes are thoughtfully crafted with responsive design and

accessibility in mind, while seamlessly integrating visual execution from the start. Judy's hands-on experience in web development enables her to anticipate potential development challenges and thoughtfully address them in her designs, ensuring they are both practical and implementable.

This cross-functional expertise enables our team to review each other's work, provide impactful feedback, and collaborate effectively. With multiple perspectives driving quality and innovation, each team member has a proven history of successfully delivering projects like yours.

Motivated and ready to go from day one

We will hit the ground running from day one. We have done significant thinking in forming this response and many of the questions we have been pondering will be relevant in jumpstarting our initial discussions.

Investing in discovery and planning phases

We believe that investing in thorough planning and engaging in meaningful discussions upfront is essential to understanding and achieving your key goals. These initial conversations will establish a strong foundation for our work and ensure we remain aligned with your priorities throughout the project.

Efficient execution: from project planning to migration to QA

To deliver the greatest value to JEDCO, we will bring in proven processes and tools to accelerate various processes, freeing us to focus on high-value tasks.

At the ready is a comprehensive web project planning and management cheat sheet that draws on our collective experience. It includes prepared checklists for a web project's key stages, from pre-launch tasks like server configuration and database setup to post-launch activities like health and security checks.

We have adopted proven flows and tools for tasks ranging from content audit to migration. As an example, here is our QA flow:

1. Create a QA checklist and define specific items to test for each page such as navigation, images, forms.
2. Prioritize key pages, focusing first on the homepage, contact page and other high-traffic or high-priority pages.
3. Reduce manual effort by using automated tools like Screaming Frog to check broken links.
4. Assign different sections of the site to multiple testers to speed up the process.
5. Document issues with bug-tracking tools to log and prioritize fixes efficiently.

Agile method and sprints

With about five months to complete the project, we recommend using the Agile methodology to ensure deliverables stay on schedule and maintain consistent communication with you.

Agile is an iterative and flexible approach that breaks down the project into "sprints" that commit our team to a set of deliverables over a particular duration of, say, two weeks. Sprints help teams follow the Agile principle of delivering working functionalities frequently and live the Agile value of being responsive to change versus doggedly following a plan.

At the end of each sprint, we will present our output for your review. This continuous feedback throughout the development process will help align us at all times as we constantly refine and iterate.

User stories

To create a user-centric site that delivers an exceptional experience, we recommend adopting a framework focused on addressing the needs of your visitors. This starts with identifying and defining the key personas of your audience, such as business leaders and site selectors. From there, we develop a list of "user stories" that describe each website functionality from the user's perspective. These stories provide valuable insight into what your visitors want, enabling us to design a site that meets their needs effectively and intuitively. For example:

User stories log for site selector persona		
As a user who is ….	I want to ….	So that I can …
Reviewing Jefferson Parish as a potential site to expand our footprint in the South…	Gain a deep understanding of Jefferson Parish's labor availability and skills.	Determine whether Jefferson Parish passes the initial screening for having a talent pool that matches our company's needs.
Exploring U.S. innovation hubs to compile a shortlist of cities that are the best fit for our company as we seek to establish a presence in the U.S…	Size up the key benefits of doing business in Jefferson Parish at a single glance, with the option to dive into specific details that catch my interest.	Efficiently evaluate all the potential hubs on our list without spending too much time on any single site or navigating extensively to determine a match.

By taking the user-stories approach described here, we will:

- Clarify how a site feature and the related user experience will provide value to the user
- Facilitate discussion about how to develop the functionality focusing on user needs
- Group user stories under appropriate themes to connect the different user stories and ultimately deliver a coherent site

Consistent user experience through a design system and reusable components

Depending on timing and the size of the new website, it may be worthwhile to consider establishing a "design system" that provides a framework of standards and reusable components.

In a design system, we identify recurring design patterns and UI elements like buttons and experiences like forms as components that can be reused. We can also create pre-defined templates that incorporate established components and styling guidelines. This provides a consistent user experience across the site as we ensure the components and templates meet web accessibility standards and are responsive and optimized to the user's device.

For site editors, this means never having to make major design decisions, as all the key designs are baked into the components and page templates. Instead, they can focus on their core strength of delivering valuable and accurate web content to JEDCO's audience.

Search engine optimization in the age of AI

A Storyworks team member plugged this question into Google.com: "Is Jefferson Parish a good place to do business?" While JEDCO's website ranked relatively high at number four in the search results, it was not a source presented by Google in forming its conversational answer to the question. Note: as each user will have a unique experience on Google.com based on this search query or prompt, we highly encourage you to try this query and see what you get!

With the rapid rise of artificial intelligence (AI) tools like OpenAI and Gemini on Google, conversational search is upending traditional keyword-based search. When Rita was working with Santa Clara County departments to transform their websites, she lent her content strategy expertise to AI-driven chatbot pilot projects and prepared departments to shift their search engine optimization (SEO) practices in the new environment that prioritizes context, user intent, and conversational queries. One tactic was to pivot towards optimizing the County's content for longer, more conversational queries and factor in how users phrase their questions and how AI interprets those inquiries.

We are fully prepared to ensure your site remains highly discoverable and visible in an evolving search landscape increasingly shaped by AI-driven technologies.

Integrations with third-party services and data through APIs and plug-ins

If JEDCO continues to use WordPress to manage its website, it will benefit by having access to a robust library of reliable, battle-tested plugins and APIs to enhance site functionality, including those mentioned in the RFP.

We approach the API and plugin recommendation and selection process to ensure an analysis of the recommended tools align with your goals and needs while maintaining flexibility and ease of management for your team. Sean and the developers in our network have extensive experience working with many WordPress plugins and APIs to integrate third-party services and data; this means that for certain use cases, we will already have some recommendations to share with you.

For example, if you want to offer a direct booking service for the JEDCO Conference Center, we would gather your requirements and ensure the selected plugin integrates seamlessly, offers customization options, and connects with tools you already use, whether it's Microsoft Outlook or Google Calendar. Similarly, for event calendaring, promotion and registration, we can review multiple options and vet them with you, although for this use case, the widely used Events

Calendar plugin stands out for its intuitive interface, ease of use, and engaging yet streamlined user experience.

Opportunities

At the outset of the project when we audit your website, we will identify opportunities that can significantly enhance and elevate the user experience. Even a brief review of the JEDCO website we have undertaken reveals some areas where improvements could significantly increase engagement and usability.

For example, the "Featured Properties" page currently presents a static list of properties, which may not be relevant to all site selectors. Instead of requiring users to sift through an unfiltered list, what if they could narrow down properties by the attributes that matter most to them? Providing an intuitive filtering system would make it easier for busy users with limited time to find what they need, creating a seamless and efficient lookup experience.

Similarly, the PDF slides on the "Opportunity Zone" page could be transformed into an interactive infographic. This would allow users to drill down into specific topics of interest, making the content more engaging and accessible while improving the overall user experience.

A core principle of effective marketing is repetition, and your website serves as a key entry point to interact with your brand. When people have positive interactions with your brand repeatedly, it will go a long way to build trust. While your content may already provide valuable insights, how you present and structure that content can significantly impact how deeply users engage with it.

During the site audit, we'll share a detailed list of key opportunities to improve JEDCO's website experience. Even if you don't address them immediately, these insights can inform a roadmap of future enhancements, ensuring your website continues to grow and evolve alongside your goals.

Workshops

We can offer workshops on a range of topics designed to empower your site editors to keep the website fresh, engaging, and user-friendly. Topics can include web accessibility, user experience fundamentals, and content strategy essentials, equipping your team with the skills to consistently deliver a great site experience.

User acceptance testing

In addition to the ongoing reviews at the end of each sprint, a few weeks ahead of go-live, you will have a final opportunity to formally accept each page of the website in a "draft" staging environment through user acceptance testing.

b) Organization

Internal communication and project delivery structure

Rita Chang, project lead and content strategist
Rita will oversee the project from start to finish, ensuring alignment with JEDCO's objectives, managing the timeline, and coordinating the team members. As the content strategist, she will

lead the content strategy efforts, including auditing existing content and identifying gaps and opportunities. Rita will act as the primary point of contact for JEDCO and stakeholders.

<u>Judy Moniz, design lead</u>
Judy will lead the UX/UI design process, collaborating closely with JEDCO and stakeholders during the discovery and design phases. She will also coordinate with Sean to ensure the design vision is carried through into development.

<u>Sean Callahan, web development lead</u>
Sean will lead the technical execution of the website, working closely with Judy to implement designs and with Rita to address any development-related questions or concerns.

Rita, Judy and Sean will communicate constantly to align the design and development phases and avoid bottlenecks.

Communication between Storyworks and JEDCO and its stakeholders

Rita will serve as the single point of contact for JEDCO to streamline communication and ensure clarity. She will host the following meetings:

- Kickoff and discovery. Following a meeting to introduce the teams in the project kickoff, we plan to conduct in-depth discovery sessions to ensure we collect the key requirements.
- Sprint reviews. Specialists will present or demo their deliverables for direct feedback from project stakeholders and set the stage for upcoming sprint.
- Key milestone meetings. Review progress and key milestones with JEDCO including project stakeholders; address any questions.
- Additional stakeholder feedback will be channeled through Rita, who will ensure it is incorporated into project deliverables without disrupting timelines.

Tools and methods

Creative brief: This documentation outlining vision, goals and requirements will serve as a reference for both stakeholders and the execution team to stay aligned.

Project management tool: We can use tools like Monday.com to track tasks, assign responsibilities, and provide JEDCO with visibility into progress.

Communication channels: We can use Google chat or Slack for rapid response and collaboration. Email and scheduled video calls are appropriate for other use cases.

Centralized documentation: All project deliverables, feedback, and updates will be stored in a shared platform like Google Drive for easy access.

This structure ensures efficient communication, clear roles and responsibilities, and alignment with JEDCO's goals at every stage of the project.

c) Timeline

The estimated hours provided are based on limited information, as the CMS selection has not been confirmed. For the purposes of this response, we assume JEDCO will continue to use WordPress as you have indicated your team is happy with this CMS. If there are any shortcomings to address, we can discuss them during the Discovery phase.

If you stay with WordPress, we can focus on site enhancements while making site updates easy for nontechnical editors and the effort would be relatively straightforward. However, migrating to a completely different platform, such as Drupal, would lengthen the Discovery phase and require significantly more development time and effort.

Additionally, the following factors could impact the scope and effort required:

- The number of templates that need to be built;
- Whether to develop reusable components or code each page individually;
- The number and complexity of third-party integrations and data imports.

These variables will be addressed during the Discovery phase to provide a more accurate estimate. We have access to a broad network of highly-skilled web developers, UX designers and visual designers who we can tap should the project scope expand.

February 3 – 14 | Project prep, kickoff and discovery		
Task or deliverable	Team members	Hours
Kickoff preparation ● Audit JEDCO site in depth in preparation for discovery session. ● Prepare a list of discovery questions. ● Designer will thoroughly review and internalize the JEDCO visual branding guide, while the rest of the team will conduct a brief review.	Project lead	2
	UX/UI designer	3
	Web developer	2
Kickoff meeting ● Review JEDCO vision and goals, audience and user journeys. ● Outline roles and responsibilities. ● Discuss key questions and schedule follow-up deeper-dive discovery sessions including a session to discuss CMS (see next line item) and other key questions.	Project lead	3
	UX/UI designer	3
	Web developer	3
Follow-up discovery sessions ● Discuss our experience and research with web content management systems (CMS). ● Verify that WordPress aligns with JEDCO's requirements and can scale effectively to accommodate future growth, including expanding site size and new functionalities. Note: we expect that the findings from the Discovery phase will lead us to conclude that WordPress is a good match with	Project lead	5
	Web developer	6
	UX/UI designer	5

JEDCO's needs. If, however, we assess that recommending different CMS would be helpful, we will adjust the timelines and budget accordingly for research, recommendations, CMS setup and configuration, content audit and migration and other tasks associated with moving to a new CMS. ● Review and confirm functionality set and requirements, along with any opportunities observed during the in-depth site review that JEDCO wishes to explore or add to the project. ● Review current and future-state sitemap.		2
Discovery completion ● Ensure key questions are answered. ● Discuss and document findings in a shared document to compile a creative brief in the next phase.	Project lead	2
	UX/UI designer	2
	Web developer	2

The outcomes from the next phase, Foundation and strategy, should include a project blueprint that ingests all the outputs from the Discovery phase and key decisions.

February 17 – 28	Foundation and strategy		
Task or deliverable	Team members	Hours
Creative brief development ● The Storyworks team translates the takeaways and requirements from the Discovery phase into a creative brief to serve as a blueprint to guide our work and as a "source of truth" for project decision-making. ● The creative brief will include: (1) Goals and vision; (2) Site visitor personas and user stories; (3) Functionality set as translated from (2) or already shared by JEDCO; 4) Any additional opportunities to explore or include in the project including content strategy, design systems and reusable components.	Content strategist	2
	UX/UI designer	2
	Web developer	2
	Project lead	2
Creative brief presentation ● Present the creative brief to JEDCO and schedule a meeting to further flesh out as necessary. ● Secure approval of creative brief including additional opportunities to explore or add to the project.	Project lead	3
	UX/UI designer	2
	Web developer	2
Decisions and confirmations ● JEDCO confirms CMS ● Outline and finalize third-party integrations from functionalities set. ● Decide whether to create a design system and build reusable components versus custom coding. ● Commit to exploring content strategy tactics.	Project lead	4
	Web developer	2
	UX/UI designer	2

During the next phase, Pre-sprint planning, we identify and explore required APIs and integrations, reviewing their documentation to understand functionality, constraints, and dependencies and testing API endpoints and authentication methods to confirm feasibility. The goal is to finalize our options before the development sprint so we can estimate development time more accurately and avoid surprises during sprints.

We will also identify keywords for search engine optimization which may drive navigation menu labeling, URL structure and other on-page and off-page content.

March 3 – 14	Pre-sprint planning and pre-site build activities		
Task or deliverable	Team members	Hours
Third-party services and data ● Research, explore, test third-party services to be integrated into the site based on requirements collected from the Discovery phase. ● Research and explore APIs to import various third party data sets based on requirements discussed during Discovery. ● Present proposal to JEDCO. Based on feedback, document and finalize selection and approach. Add approved proposal as appendix to creative brief.	Web developer Project lead	20 2
Content strategy ● Perform thorough keyword analysis to optimize JEDCO site for search engine optimization (SEO) and increase ranking. ● Present keyword analysis and recommendations to JEDCO. Based on feedback, iterate and secure approval for next steps. ● Develop plan to execute SEO and additional content strategy recommendations for exploration or project inclusion approved by JEDCO from the Foundation and Strategy phase. ● Confirm information architecture and site structure in collaboration with UX designer and JEDCO.	Content strategist UX/UI designer	15 2
Design ● Identify any reusable components to be designed and built. ● Propose list of reusable components to JEDCO. Iterate based on feedback and secure JEDCO approval. Add approved list to creative brief as an appendix. ● Based on style review and discovery, explore visual designs that comply with JEDCO brand identity standards and present to JEDCO. Based on feedback, iterate and secure approval. The approved visual standards and aesthetics will be applied to mockups during development sprints.	UX/UI designer Web developer	6 4

Sprint-planning ● Led by project lead, create workplan with milestones and plan each sprint, prioritizing user stories and key pages to wireframe and mock up from approved creative brief. ● Present workplan to JEDCO, iterate and secure JEDCO's approval of workplan.	Project lead	6
	Web developer	3
	UX/UI designer	3

The outcomes from the "Pre-sprint planning" phase will inform how we divide the development work and site build over time into "development sprints". The development sprints will address:

- The list of "Important Features" described in the section of the RFP titled: PART III – SCOPE OF WORK, SUBMISSION REQUIREMENTS, AND SELECTION CRITERIA.
- Features for interactive data, maps, and graphics that can be updated quarterly by non-technical staff.
- Integration of analytics tools to track website performance and user behavior.
- Third-party services and data integration.
- Ongoing testing and code reviews.

The sprint duration is flexible, but for this RFP response, we assume two-week sprints. Deliverables for each sprint will be finalized during prior sprint-planning sessions.

Sprints will begin with the UX/UI designer wireframing key pages, followed by applying visual designs to approved mockups, which will then be handed off to the developer for implementation. The designer will work closely with the developer to ensure interactions and visual standards are properly executed. By Sprint 4, most wireframes and mockups should be completed, with the designer's involvement tapering off thereafter.

At the end of each sprint, the team will participate in sprint reviews to gather JEDCO's feedback on deliverables. We've budgeted for iterations based on this feedback and collaboration with JEDCO and the Storyworks team.

Content strategy execution is not included in the sprint budgets but can be added if JEDCO approves implementing the content opportunities identified during discovery.

March 17 - June 6 | Sprints			
Sprint number, duration, and overall objective	Key deliverables and tasks	Team members	Hours
Sprint 1 | March 17 to 28 Prepare for site build; details in table below.	Wireframes and sprint reviews	UX/UI designer	60
	Technical planning and sprint reviews	Web developer	30
	Sprint reviews, project management and client communications	Project lead	4

Sprint 2 | March 31 to April 11 Kick off site build and development following the approval of the mockups developed in sprint #1.	Wireframes, mockup development based on approved wireframes, sprint reviews and iterations based on feedback	UX/UI designer	60
	Development, sprint reviews and iterations based on feedback	Web developer	60
	Sprint reviews, project management and client communications	Project lead	4
Sprint 3 | March 14 to April 25 Continue wireframing, mockups and site build and development.	Wireframes, mockup development based on approved wireframes, sprint reviews and iterations based on feedback	UX/UI designer	35
	Development, sprint reviews and iterations	Web developer	50
	Sprint reviews, project management and client communications	Project lead	4
Sprint 4 | April 28 to May 9 Continue site build and development.	Complete any remaining wireframes and mockups, check output of developer, sprint reviews and iterations	UX/UI designer	15
	Development, sprint reviews and iterations	Web developer	50
	Sprint reviews, project management and client communications	Project lead	4
Sprint 5 | May 12 to May 23 Continue site build and development.	Tie up loose ends on wireframes and mockups. Check developer's output; sprint reviews	UX/UI designer	6
	Development, sprint	Web developer	45

	reviews and iterations		
	Sprint reviews, project management and client communications	Project lead	4
Sprint 6 | May 26 to June 6 Complete development.	Check developer's output; sprint reviews.	UX/UI designer	4
	Check developer's output; sprint reviews. Address issues backlog.	Web developer	40
	Sprint reviews, project management and client communications	Project lead	4

The next phase covers the pre-launch activities.

June 9 to June 20 | Testing and launch preparation		
Task or deliverable	Team members	Hours
QA ● Developer to perform comprehensive QA to check performance, cross-device/browser testing, user flow checks, and error handling. ● UX/UI designer to check for design alignment, interactive elements, responsiveness, accessibility, and performance. ● Content strategist to perform basic checks and document issues.	Web developer	5
	UX/UI designer	3
	Content strategist	1
Fix QA issues in consultation with guidance from UX/UI designer, content strategist or both as needed	Web developer	3
	UX/UI designer	1
	Content strategist	1
High-level site review with JEDCO	Project lead	1
	UX/UI designer	1
	Web developer	1
User acceptance testing (UAT) with JEDCO and report any issues to developer. Once issues are resolved by developer, share with JEDCP and secure approval to publish.	Project lead	2
	Web developer	1
Publish site, monitor for issues and troubleshoot as needed.	Web developer	1

We will remain on standby during the final phase to ensure ongoing success and address any additional needs. During this support period, we will undertake handoff activities, make further updates and fixes and monitor analytics to assess performance.

June 23 to June 27	Post-launch project wrap		
Task or deliverable	Team members	Hours
Monitor site performance and address any final issues	Web developer	2
Create documentation on site updates and train site editors as part of handoff	Project lead	5
Address any final details and questions from JEDCO and deliver final performance and launch report.	Project lead	2
	Web developer	1

3) Cost proposal (sent separately)

The cost proposal was sent to your office separately by FedEx.