



WEBSITE REDESIGN PROPOSAL

Prepared for TechVenture*

13th of April 2016





Intro

The Tiny Studio is pleased to submit this proposal to **TechVenture** for the redesign of TechVenture.co.uk website. We welcome the opportunity to work with you on this exciting project.

It is our understanding that **TechVenture** seeks to update the design and structure of its site to improve the organisation and presentation of the content provided so that visitors can quickly navigate to desired information with ease while the content reflects the market leading position of the brand. The Tiny Studio believes we are highly qualified to assist and guide TechVenture through a comprehensive website overhaul.

We combine strategic thinking and latest technologies to provide our clients with original and innovative solutions that consistently break new ground. The Tiny Studio develops long-term relationships with our clients. We deliver high-quality work through our focus on two-way communication, client education, responsive and reliable customer service, accurate project management and an ethical approach to business. We have a well-documented track record of performing work cost-effectively and on time.

The following proposal includes information about our methodology, capabilities and standard process as well as proposed solutions for this assignment and other relevant information for your consideration.

Alice is the designated point-of-contact for all communications regarding this proposal. She can be reached via e-mail at hello@thetinstudio.co.uk

1. Problem statement

TechVenture has established a strong technology leadership position in the email migration market and are currently the only Microsoft Managed Partner Vendor to offer a triple play migration framework encompassing solutions for the migration of live mailboxes, email archives and offline/PST files.

However, this technology leadership needs to be understood amongst all target audiences, an issue which needs to be addressed on the website to support TechVenture's ambitious commercial objectives for 2016.

Mission / Brand promise: TechVenture understand that data is their clients' most valuable business asset and much of this data is held in mailboxes. TechVenture have decades of expertise in mailbox migrations and can offer non-disruptive data migration (live or archived, offline or PST files, on-premise or via the cloud) from a single framework. TechVenture seek to enable the most innovative total mailbox migration experiences.

Campaign goals and strategy:

- refresh TechVenture corporate website
- development of a modern, eye-catching and user-friendly design/theme
- using existing content and Wordpress
- responsive design and mobile optimised



2. Approach, proposed solutions and methodology:

Your vision: TechVenture's aim is to become the leading product company for business data migration and transformation by providing high quality products that support, manage, automate and audit the process of moving and transforming data from various sources to various targets, giving the customers a positive, unique and smooth migration experience.

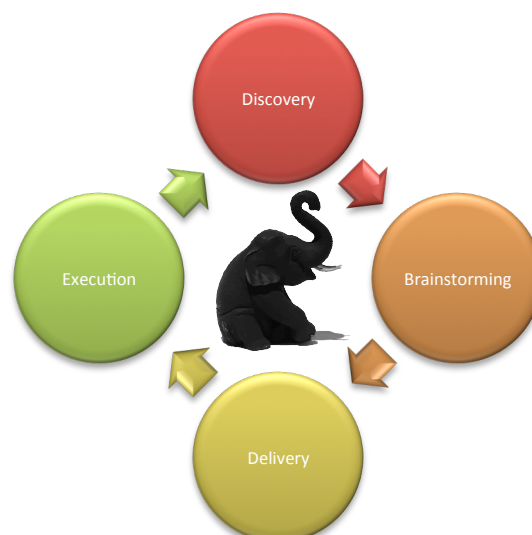
Your requirements:

- clear & bespoke website that follows the existing brand and reflects TechVenture's #1 position
- most content is preserved, look and feel need to be remade
- transfer from a development server to production when completed
- must be responsive
- must be mobile friendly
- no content should have a depth (>3/4 links)
- search must be shown
- must be appealing to key audience, partners, decision makers and influencer audience

Our approach: each project goes through the 'ideation' method – this is where we create new ideas and make them happen. We offer our proficiency and assistance whenever needed to ensure that the entire process is smooth and enjoyable. The Tiny Studio's commitment to quality is with you from the very concept phase through to post-implementation support so you can sleep well both during and after the development process.

We believe the ideation process begins just about when we first connect with our clients. Our aim is to deliver strategies and solutions that exceed expectations and this process gives us the opportunity to listen hard to our customer's goals (and then listen some more).

1. In the **Discovery** stage we would establish the client goals, discuss deliverables and target audiences
2. **Brainstorming** and incubation – this is where we search for the THIS-IS-IT! Factor
3. **Execution** – this is where we implement the ideas
4. **Delivery** – this is when we have accomplished objectives as agreed and on time.





Management Approach:

Each client assignment is approached using a standard set of processes, policies and procedures. We then adapt those to the client's needs. Each client is assigned an account manager who acts as the primary point of contact for your business. This account manager then decides who the right consultants would be for your particular project and suggests the consultants that best match your needs. This team will then work collaboratively through the development process to ensure timely and high-quality completion of projects.

Proposed tactics*

The list below consists of our proposed solutions for this assignment based on the information you provided us with:

- Website redesign to a single page website - modern
- Clean WordPress **theme** with a long scrolling One Page layout option
- The One Page option includes the Slider Revolution **plugin** to help create those slick intro transitions
- Link to infographic that explains the TechVenture unique and smooth migration experience
- An AJAX loading portfolio section on the homepage to link directly to key USPs (this allows exchange of data with a server without loading the entire page -> increased **responsiveness**)
 - this portfolio section will contain **three interactive case-studies** to prove TechVenture's hands-on abilities, client experience and the competency to work with the most complicated projects - e.g. the case-studies will be accessed through a Q&A section on the homepage - *Are you thinking about 3-in-1 migration solutions? We are the ONLY business that can provide you with that/ the only vendor with 'next generation' technology and Microsoft Managed Partner status.* CTA button 'See why' > takes the visitor to choose the relevant case studies (e.g. if they are particularly interested in viewing a demo of either migration of live mailboxes, email archives or offline/PST files). The interactive case studies show that listening to clients is a defining aspect of TechVenture. Each case study will be from different sector clients to reflect the multiple verticals in which TechVenture operate.
- Parallax scrolling effects (is a technique in computer graphics and web design, where background images move by the camera slower than foreground images, creating an illusion of depth in a 2D scene and adding to the immersion) example here: <http://www.creativeblog.com/web-design/parallax-scrolling-1131762> and here: <http://shibui.me/web/scroll/index.html#top>
- Unique vertical testimonial slider to include testimonials from most relevant clients to mirror the target audience (ideal company size is 1.000+ employees, most relevant testimonials would be from SME clients)
- Contact us page: quote form and big contact form
- Environment-friendly/ print friendly pages
- No depth of links: aim is that content throughout the website will be followed up by links to relevant information, which will end in call-to-action (CTA) links

*Please refer to supporting digital content for examples of suggested deliverables



Development Process

The Tiny Studio will guide TechVenture through the following diagnosis/ discovery, planning and brainstorming, design and production process. Adhering to this procedure will ensure a successful outcome.

Our process starts with Stage 0. Our goal in this analytical phase is to define features concretely, determine technology integration specifics, and prioritize features so that investment is made in those areas that will provide the greatest ROI for TechVenture.

Stage 0

- Strategic Analysis and Planning
- Information Architecture
- Technical System Design
- Wireframes

Stage 1

- Graphic and User Interface Design
- Content Creation
- Implementation
 - Development Environment (using own systems to track bugs, issues, features and requests)
 - Programming, Customization and Templating (During this phase The Tiny Studio will customize the base technologies that were selected in the design phase.)
 - Search Engine Optimisation (we will make sure that your website is built in such a way that search engines will be able to read your content)
- Testing

In the case of the TechVenture website, we recommend browser optimisation for the following platforms/versions:

- Internet Explorer (versions 8.x ,9.x and 11.x),
- Firefox (version 3x.x and 4x.x), and
- Safari (version 7.x and 8.x).

We will also test the site to ensure that it is functional in:

- Opera (version 10.x), and
- Chrome (version 5.x).
- Training and Documentation
- Launch
- Post-Launch Assistance and Maintenance



3. Estimated Project Costs (rates and costs columns have been hidden on purpose)

	HOURS
Graphic and User Interface Design	
Home page	
Home page design concepts	12
Revisions	3
Inner pages	
Inner page designs	3
Revisions	2
Implementation	
Home page	15
Products (static - multiple blocks)	2
Solutions (grouped and sorted lists)	3
Partners (summaries and links)	2
Technology (static)	2
Company	2
Contact us (static)	2
Mobile version updated to latest	2
Quotes (static)	2
Multimedia – interactive HTML5 element/ TechVenture case studies x3	5
Comments w/spam control	4
Print friendly pages	2
Access control for admin, blogger, and guest blogger	3
URL shortening	2.5
Content migration	9
Training and documentation	3
Project management, testing, and deployment	18
Total	98,5h



Optional Marketing Tactics you might want to consider or additional services:

- **Targeted campaign creation on Facebook** – increase traffic to your website, raise awareness of brand USPs, improve conversion rates
- **StumbleUpon landing page** – Create a new landing page for the StumbleUpon audience in order to improve acquisition and conversion rates
- **Target additional ad networks** beyond Google, Yahoo and Bing to further widen reach
- **Google AdWords campaign** – get the business found and connect with relevant customers across the web
- **SlideShare** presentation for the Technology sector – this easily embeddable presentation will be seen by industry influencers, boosting traffic and raising awareness of TechVenture’s capability in the process
- **Competitive Intelligence** – Identify successful search engine optimization techniques used by competitors. Report on recommendations to improve natural search rankings.
- **Content Delivery Network** configurations to adapt the TechVenture website to the visitors’ location (shorter website loading times, beneficial for Google as well)
- **Google Analytics** configurations for traffic and action reports
- **Extended warranty** for amendments that take no longer than 6 hours for the following 30 days
- Additional days of **training** (recommended: 3 days)
- **Sector specific interactive demos** optimised for mobile device use in order to save paper and toner (price TBC depending on desired number of targeted sectors)