



PROPOSAL PREPARED BY **johnMossDesigns** FOR ROCKHOPPER COUNTY PARKS

Submitted on 02/10/2012 by John Moss
Email: john@johnmossdesigns.com
Offer is Valid until: 04/31/2012

Dear Betty,

Thank you for allowing this potential opportunity to work with Rockhopper County. Our team has thoroughly reviewed your RFP requirements and we have prepared the following proposal. Given our experience and specific expertise in web design, development and hosting, we are confident that we can work with you to meet and exceed your specific goals.

Please let me know if you have any questions. We look forward to working with you!



TABLE OF CONTENTS

Overview	4
Solutions, Scope of Work, and Deliverables	5
1. Preliminary Research	
2. Interface Technology	
3. Graphic Elements	
4. Project Management	
a. Site Theme Conception	
b. Front-End Programming	
c. Server-Side Development	
Quality Assurance and Launch	7
Hosting and Maintenance	7
Proposal Bid and Hourly Estimates	7
Qualifications	8
1. Our Experience	
2. Our History	
3. The team allocated to this project	
Next Steps	9



OVERVIEW

A fresh, feature-rich content management system (CMS) is the website solution Rockhopper County needs to better promote its services and identity.



The functionality of your new website will include a wide variety of exciting new content tools and offer total security for your users. We will develop an intuitive, ultra user-friendly interface system easily managed from multiple locations and utilizing the very latest in web technology. In promoting the county interests, your site will offer:

- Advanced graphic-user-interface (GUI)
- Highly automated, multi-level editorial settings. Effortlessly control any number of assigned contributors the site.
- Visually appealing, fresh page designs offering strategic use of imagery to strengthen the impact of informative content.
- Expert, reliable hosting with advanced, state-of-the-art spam control systems.



SOLUTIONS, SCOPE OF WORK, AND DELIVERABLES

Preliminary Research

Beginning with a discovery phase for our proposed design, we will consult with your Integrated Technologies team and other managerial interests to collaboratively review your current website. We will then build a site structure heavily focused on integrating the audience with the various departments involved through strategic visual representation and integration to informative content. The steps involved are:

- a. Gathering all the final specifications of the project and determine specific technologies to be implemented.
- b. In-depth research of the target audience.
- c. Conception of the user's pathways and flow of the site.
- d. Preliminary optimization of the navigation according to agency goals.
- e. Finalize the full scope of the project.

Interface Technology

The content management system we propose is referred to as the Joomla CMS. It incorporates a uniquely new graphic user interface (GUI) that has simplified user navigation via content options management for Agency XYZ clients. Further into this document we provide link references which show 5 site examples we have created demonstrating this technology. Each is designed for an unlimited number of site contributors, and allow for primary site administrators to set and control automated levels of editor & member access, and upload capabilities. From an administrative standpoint, this means that one or several individuals can effortlessly control dynamic content from any location, as all database functions are accessible from any computer and securely protected. Key technology components are:

- a. 128 bit server-side encryption.
- b. 5 second or less page load speeds at 56K modem speeds.
- c. New web log (blog) feature which allows unlimited dynamic contributor entries with branded elements and/or hyperlinked bullet points to heighten user content awareness and promote further page visitations.



Graphic Elements

A key benefit of our new CMS technology is the remarkably simplified upload functionality incorporated into the contributor content management database. This system allows for a much wider variety of image types & sizes, and automatically adjusts all entries as necessary to conform to the placement locations on any given page. Your editors, site IT managers, and most importantly your clients, will intuitively be able to manage their respective content without the advanced knowledge previously necessary to avoid size & file-type conflicts.

Project Management

We note that a good portion of the material to be used in your new site is to be harvested from your existing site. Given that we expect to be working with several members of your team, we will assign a senior editor to serve as primary contact for your team to ensure a smooth information gateway. This senior editor will lead the project team and coordinate the following steps in managing your site creation:

Conception

- a. Conception and creation of the graphic theme of the website and of the web application, including color scheme, atmosphere, general look and feel, etc...
- b. Actual design of the website and of the web application based on the layouts and structures.
- c. Conception and creation of all permanent graphic elements of the website.

Front End Programming

- d. Top quality hand coding (XHTML / CSS / JavaScript) of all permanent informational and proprietary web page elements.
- e. Actual design of the website and of the web application based on the layouts and structures.
- f. Conception and creation of all permanent graphic elements of the website.

Server Side Development

- g. Integration of the databases.
- h. Actual programming work to implement the application.
- i. Actual programming work to implement the back-end and full administration.



Quality Assurance and Launch

Database and browser testing is the final step prior to launch, and is an integral part of quality web design. We take this critically important step very seriously, and the results of our work publicly attest to our expertise. Please visit our website www.johnmossdesigns.com for live examples of similar sites as we propose for you. The final testing phase is a 4 step process:

- a. Extensive testing to ensure the application is 100% bug free and is fully compatible with all browsers.
- b. Fine tuning the final details of the application design and features.
- c. Configuration and setup of the server that will host the website.
- d. Migration of the site to the live server and launch.

Hosting and Maintenance

We partner with the best data centers in the country and offer advanced hosting solutions that work within your budget parameters. If you choose to host with us, we will host your site utilizing a securely encrypted server system that supports the php/mysql/apache/lamp technologies. Standard hosting fees can vary from a few dollars per month to a few hundred, depending on server space utilized and the site's bandwidth usage. We will discuss this in full detail with you upon review of your current system usage. You may expect your costs to reduce relative to space utilization of the server, as the Joomla system we propose makes use of advanced automated compression features and utilize much less space than older configurations.

Proposal Bid and Hourly Estimates

We estimate that the project can be completed within 2 months. Our bid for this project comes to \$23,650.00. We would require 15% down upon signature of contract and subsequent payment for services rendered within 30 days after completion of each phase completed, as per our stated fee & hourly estimates as follows:

15% down: **\$3,547.50**

Phase 1	Man Hours
Business and Web Consulting	7 hrs
Strategic Planning & Project Management	50 hrs
Site Conception & Graphic Elements Design	85 hrs

Phase 1 Completion Payment: **\$5,335.60**



Phase 2	Man Hours
Front End Programming (Flash, XHTML, CSS, JavaScript)	110 hrs
Advanced Programming (AJAX, advanced JavaScript & ActionScript, advanced PHP)	95 hrs
Back End Programming(PHP, MYSQL, API, XML):	160 hrs
Quality Assurance Testing	8 Hrs
Web promotion and search engine optimization	20 hrs

Phase 2 Completion Payment: **\$14,766.90**

Qualifications

Our Experience:

We have an excellent track record in building secure high-traffic web systems. A key factor in developing your identity and brand awareness is the consistent & stable performance of your website. We are experts in the development of these systems and look forward to personally demonstrating their capabilities to you in person.

Our History:

johnMossDesigns (jMD) was formed in 1998 and provides services nationwide to a large variety of client industries. In the RockHopper county area alone we have built over 30 original sites, 5 of which we have chosen for your review, and two of which are charitable organizations.

Our staff currently includes 6 fulltime employees, 3 part-time, and we partner with 2 major software companies for software development opportunities requiring web interface. Our core strength in web design is in HTML/CSS, ASP database applications, CMS platforms, JavaScript GUI, ActionScript and Flash applications. Reference information is included in the Appendix Section II.



The team allocated to this project:

The senior editor previously mentioned will supervise all aspects of your site development until completion and launch. At inception we utilize 100% of our staff to prepare and provide input of every project we take on. We feel it very important to derive creative input from as many resources as possible. Once a design direction is firmly established, our in-house graphic designer will develop and manage all graphic elements created in-house and/or provided by you. A front-end and one server-side programmer will be assigned full-time to the project, with additional staff members assisting when and if necessary to assure completion deadlines are met in a timely manner.

Our staff represent a cumulative total of over 25 years experience in the industry, and we consistently provide all our employees with regularly updated programming materials and the very latest in cutting edge software to work with.

As a respected, well established, and award winning site development company, we have the experience and dedication to ensure all of our customer's needs are met or exceeded every time, and we back our product with performance guarantees in writing.

NEXT STEPS

We think our experience, vision, and personal interests lend themselves significantly to accomplishing your creative and business goals.

If you have any questions, please feel free to call me anytime at 972-488-3700, and please visit our website at www.johnmossgdesigns.com. On our website, you can learn more about us, our award winning work, our services, client references, and the technologies we use.

We sincerely thank you for your consideration, and provided the opportunity, we look forward to working with you!

Sincerely Yours,
John Moss
Director of Operations
johnMossDesigns