PROJECT OUTLINE

Web Design, Development, Hosting, Maintenance & Support

Prepared for

Greenbelt Homes, Inc.

Prepared by

Web Technologies Improving Life & Business

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PROJECT OVERVIEW

Greenbelt Homes, Inc, (GHI, Client) seeks to redevelop the cooperative's existing website (ghi.coop) and subdomain (parkway.ghi.coop) with an updated look and feel that will provide a refreshed brand identity, improve content management capabilities, enhance user experience, and serve as a more effective communications, marketing, and administrative tool for the organization. .

This site rebuild will also include migration to a full-featured modern content management system (CMS, WordPress platform) for efficient content publication and site maintenance, with the capacity to add additional features and capabilities for future expansion.

The aim of this project is to construct a professionally designed, sustainable website that is user-friendly, aesthetically pleasing, easily maintained, and strategically designed to facilitate the business goals and mission of GHI, with the capacity to grow with the needs of the cooperative over time.

It is anticipated that this project will lead to a number of meaningful outcomes for Newburg, including, but not limited to:

- Improved organizational brand identity and professional image
- Increased sales prospects and business opportunities
- Improved site management and content publication capabilities
- Improved site usability and visitor engagement
- Improved performance across a range of devices
- Improved visibility in organic search and capacity to reach target audiences
- Improved capacity to integrate new features and functionality over time
- Increased site visits, page views, visitor inquiries, and overall utilization

The following items state the principal elements of this project and tasks to be carried out by Human Service Solutions (HSS) over the course of this web redesign project, along with hosting, maintenance and support thereafter. At this time, this is not a formal proposal, but a working document based on a current understanding of Client requirements. A proposal with final requirements, scope, terms and estimates to be confirmed pending further discovery with The Client.

Discovery & Information Architecture

Professional Consultation, Discovery, and Project Management

HSS will work closely with The Client website to process, refine, and consolidate ideas so that they effectively translate to the website. HSS will make informed, research-based recommendations throughout the project, and will be responsible for overseeing all phases of project development from start to finish. This includes obtaining materials, facilitating the decision-making process, and ensuring project milestones are properly completed. Communications will take place via email, phone, and/or web conferencing. HSS will facilitate an effective and expedient feedback process and assist with project management as well as delivery of client assets and information exchange.

Website Design & Development

Target Audience

The entire site will be accessible to the general public, and tailored to the needs of target users.

Image Optimization
All site graphics and images will be optimized for minimal file size and enhanced download speed.

Cascading Style Sheets (CSS)
The site will utilize CSS style sheets for consistent site-wide text formatting, layout control, reduced file size, and accessibility.

Page Templates
Completed website may utilize a variety of templates for consistent display of data fields, reporting, and administration features—while also allowing for convenient site-wide updates. The templates will contain all common page elements, such as navigation and sub-navigation, headers, and footers. Page templates will be coded in standards-compliant HTML and CSS.

Design/Coding Process
Through targeted conversations and a surveying process, HSS will learn about Client's strategic goals and specific web-driven objectives. At each juncture in the process, feedback will be requested to ensure Client is fully aligned until design and coding finalization and acceptance.

HSS will:

- Apply an appropriate design theme to suit the Client's brand and page layout needs.
- Ensure that templates and site pages utilize fast-loading web-optimized images and standards compliant HTML5/CSS.
- Create a global site style sheet w/styles for section headings, body type, tables, etc.
- Incorporate the design with provided content/copy
- Provide up to 3 revisions for Dev & Design

Responsive Website Design – Mobile/Tablet Compatibility

The website design to be implemented will be "*Responsive*"—meaning it will render differently depending on the OS used to display the site. In other words, it will display one way on a desktop device, slightly different on a tablet, and also optimized to fit all mobile devices. The goal of a Responsive design is to have the site bend and flex to fit in the size screen (viewport) being used. Because of this, Client will not need to build out a separate site for mobile and/or tablet display.

Integrations / 3rd Party Resources

If desired, the website can perform a number of advanced integrations for sharing data and/or functionality with 3rd party platforms (e.g. via API). At this time there are not any integrations assumed for the initial development (this can change if needed), although it is understood that the site will have links to YARDI and MLS pages that are hosted externally.

Structure and Navigation

HSS will work with The Client to develop an effective and functional navigation scheme for the new website. It is assumed that the client's working sitemap document will be used to help inform the navigation structure, with a final format to be determined during the discovery process.

Content Transfer & Formatting

HSS will migrate all content to the new site and format to suit the new design scheme. It is assumed that Client will supply all content for the initial site build, if not migrated from the existing site (additional copywriting/copyediting services available, if desired).

Browser Support

The finished web design will be be compatible across all major browsers. After each design revision, the HSS development team tests core site design and site functionality using current versions of popular browsers on PC, Mac and Android/iOS platforms, including Mozilla/Firefox, Google Chrome, Safari, and Microsoft Edge.

Responsive Website Design w/ Multiple Rounds of Feedback/Revisions

Website Design process will incorporate the following:

- Cross-linked navigation bar
- Ease of overall organization
- Harmonious colors
- A compelling homepage layout with featured content
- Inclusion of corporate/organizational images, logos, etc.
- Multiple browser (and OS) compatibility
- Goal-driven design to suit the needs of target users

Future Development

Following the initial "Phase I" project, HSS will be available to assist GHI with any future enhancements or web development needs as demand as needed (on an hourly-rate basis for minor updates, or a project-by-project basis for more significant enhancements).

HSS will remain a committed long-term partner to assist GHI with support and any additional web development or related digital marketing marketing/outreach needs as necessary.

Site Analytics with Custom Dashboard

As part of the project HSS will install **Google Analytics**, an industry-standard web analytics software package.

The appropriate tracking scripts will be installed on all site pages so that site analytics can be recorded and accessed by admin(s) as needed/desired.

A custom analytics dashboard will also be setup which will allow convenient access to site performance metrics, including overall visits, visitor geography, most popular pages, device types and more.

Website Support, Security, and Maintenance Plan

A reliable managed support solution is critical for a professional web presence. HSS will provide a stable and secure hosting environment on our dedicated server, with support and maintenance custom-tailored to The Client's unique needs. Collectively, HSS will cover all the following key elements to keep the website operating reliably, including:

Troubleshooting & Priority Support
HSS staff remains on-call to troubleshoot and resolve all critical bugs or errors that adversely impact a website's functionality, appearance, or performance. Requests/issues will be addressed through our helpdesk.

Proactive Security Updates
Our team of diligent professionals will handle site security needs to ensure that the website remains online, locked down, and un-hackable. We will install and configure firewalls; we will regularly update and patch software; we will scan the system and files/databases for vulnerabilities on a regular basis.

WordPress Core & Plugin Upgrades

WordPress is hands-down the most ubiquitous open-source CMS in existence today. HSS will be responsible for regularly updating your site's core WP install as well as upgrading plugins, themes, and test to ensure the site works as expected, with quality assurance testing for major updates.

Site Administration & CMS Updates

HSS will be responsible for ensuring the site content management system is configured to work with your processes, including assigning user roles and admin privleges.

Performance Tuning and Optimization

HSS will ensure that the website is optimized and configured for optimal speed and performance.

Redundant Backups

Your site's data, files and codebase will be backed up to multiple locations (e.g. locally and Amazon S3 Cloud) to ensure peace of mind in the event of an "oops" moment or a disaster recovery situation. Backups will be made daily, weekly, and monthly.

Template Edits & Site Modifications

HSS can help perform basic edits to your site's front-end web templates, structure, and/or functional elements that are not accessible or easily managed.*

Dedicated Account Contact/Support System

You will be assigned a primary contact who will serve as the account manager for your high-level planning and strategy needs, as well as access to a rapid-response ticketing system available for routine support requests.

Virus & Malware Scanning, & Prevention

We know web security can be daunting and modern viruses and malware are scary! Our services are *proactive*, meaning we will continuously scan the website for threats, viruses, and backdoor scripts. Moreover, our technical team will be resilient and focused on installing/configuring software to **stop problems before they occur** -- and keep hackers at bay.

Strategic Consultation

HSS will remain as a committed web and marketing partner to collaborate with your team and/or other vendors for strategic web development, marketing roadmap planning, best practices, or other related initiatives, as-needed.

* This support plan will cover minor edit requests, typically anything less than one hour of development. More substantial requests will be treated as add-on tasks, with discounted estimates provided in advance.

Timeline & Development

Fully-Responsive website development such as this *can* take about 15 weeks from the time HSS receives all the content, and is dependent on design complexity, speed of the feedback process, and number of revisions necessary. The new website will be built in a development environment which where it can be reviewed and tested by all stakeholders until it is approved for launch.

Project Scope Options

OPTION A – Basic Rebuild on WordPress
(SERVICE DELIVERABLES, DUTIES)

DUTIES: **During the term of this agreement, HSS will perform the following duties for the Client:**

1. **New responsive website-** HSS will create a new responsive website for www.ghi.coop and a smaller secondary micro-site for apartments at parkway.ghi.coop (sites may be consolidated under same domain and CMS, TBD during discovery).
   a. **Migration-** Migrate Drupal website to WordPress Foundation
   b. **Sitemap-** Site is structured according to the new sitemap
      ○ **Function-** Carries over the core features/functionality from the current site, this includes all WP functions are listed in the "Functions" provided by the Client , sans advanced technology
   c. **Theme-** A standard theme choice will be applied, with some minor customization/config to suit brand
   d. **Client editing-** Client has the ability continue customization and adding desired features after site is launched.
   e. **Site Demo-** HSS will provide a site demo regarding back end use, editing, changes, CMS navigation for the Client after the website build is complete.
   f. **Video-** In order to provide optimal performance HSS, videos will be hosted on external video sites (YouTube or Vimeo) and pulled in/embedded into site pages.
2. **Provide Professional Support** – HSS will manage, secure, and host The Client website.
3. **Website Management** – Manage the web server(s), the DNS, the website, and the security/performance.
4. **WordPress Plugin Updates** – HSS will regularly upgrade the CMS, update plugins, download latest virus definitions, & improve security & performance.
5. **Content Migration** – move all desired content to the new website.
6. **Launch New Website** – HSS shall "take the site live" and perform our standard set of checklist tasks to ensure the site is launched according to web best practices.
7. **Perform Bug Fixes and "Site Down" Remediation** – With our proactive efforts, the client site should rarely/never go down; but, if it does, HSS shall act immediately to provide a remedy.
8. **Direct Access to Support Desk** – HSS will handle our web-related support tickets and support minute issues with the website, small content changes (less than 15-minute changes), etc. Access to the support desk will be provided through a simple email request to help@hswsolutions.com.

OPTION A – Enhanced Rebuild with
Additional Functions and Customizations
(SERVICE DELIVERABLES, DUTIES)

Includes all items in OPTION A PLUS Additional Functionality and Customizations - Carries over the core features/functionality from the current site, as well as all WP functions listed in attached PDF with filename Web Site Functions List.pdf (sans any undefined "other" functionality), with customization as-needed to meet requirements.

Preliminary Estimates

Project Start Date: To be determined
Target Completion Date: Approximately 15 weeks from start date.

Element	Description	Estimate
Core Web Project		
Website Development Project	Complete website development project with all components outlined above, including: • Information Architecture • Design Templates & Coding • Setup hosting/development environment • CMS Setup & Configuration • Site Construction with all features • Content transfer • Testing & Deployment	Option A: $18,500 Option B: $27,000
Analytics Dashboard	Setup of custom analytics dashboard for access to website statistics.	Included
Hosting, Maintenance, & Support Plan		
Maintenance, Hosting & Support	Site maintenance and priority support as-needed for ongoing use, updates, and troubleshooting, including managed hosting.	$750/mo
Assets/Licenses		
Photo Licensing	Licensing of stock images/illustrations/graphics for website and/or other materials, if applicable.	Five images included. +$30 per additional licensed image.
Premium Plugins	Licensing of premium plugins for calendar and photo gallery features.	$200/annually
Add-On Services		
Phase II Development	Additional services to follow the initial website deployment, including, digital advertising, video production, development of new features or functionality, marketing materials, or other activities.	TBD

Pricing and Terms Valid until 30 days from: June 10, 2021

Web Development Process

DISCOVERY

1

The initial discovery phase ensures that all of the project goals and specifications have been identified and factored into the website project plan. The discovery process identifies key information to help guide the rest of the project, including:

Target Audiences   **Design preferences & brand standards**   **Content strategy**   **Functional requirements**   **Conversion goals**

ARCHITECTURE

2

The architecture phase involves the production of a sitemap and wireframes. These materials are guided by the information established during the discovery phase, and help to inform the design phase of the project.

The sitemap is a document that shows all of the site pages in a hierarchical structure, with top-level pages followed by secondary and tertiary pages. The wireframes act as blueprints to show the basic layout for different page types, with all key page elements identified.

DESIGN

3

The web design process establishes the overall look and feel of the site, and incorporates brand standards, digital assetts, and desired aesthetics. The design follows the page structure and navigation scheme established with the wireframes and sitemap for an attractive and usable user-interface.

The initial deliverables produced during the design phase are typically flat image files that look like web pages ("mockups"), so that all design elements can be conveniently reviewed and revised before the functional web pages are coded.

DEVELOPMENT

4

The development phase involves both front-end and back-end components. The front-end development involves the production of the HTML/CSS templates based on the design mockups, as well as importing and formatting content and graphics.

The back-end development involves setup of the site's content management system (CMS), and coding of all functional page elements. This process typically takes place in a private development environment so that the site can be reviewed and updated until it is complete and approved for launch.

TESTING & DEPLOYMENT

5

Once the site is established in the development environment, content is transferred and pages are built until the site structure and content is complete. The website is tested for compatibility with all target browsers and devices for quality assurance and to ensure that there are no bugs or page errors.

Once the site has been thoroughly reviewed and tested the site is ready to go-live on the production URL. "Launching" the site typically means transferring the site to the production server, or updating the DNS of the site's domain to point to the new site. Once the site is launched, it is visible at the desired public domain.

MONITORING & SUPPORT

6

Once your website is successfully deployed, it's important to have a support and maintenance plan in place. This will ensure that your site remains in good working order, with a reliable resource for any support needs, including software and plugin updates, resolution of bugs or errors, data backup and recovery, site performance analytics, updates, and general questions or troubleshooting.

Target Audiences   **Content strategy**   **Data backup and recovery**   **Site performance analytics**