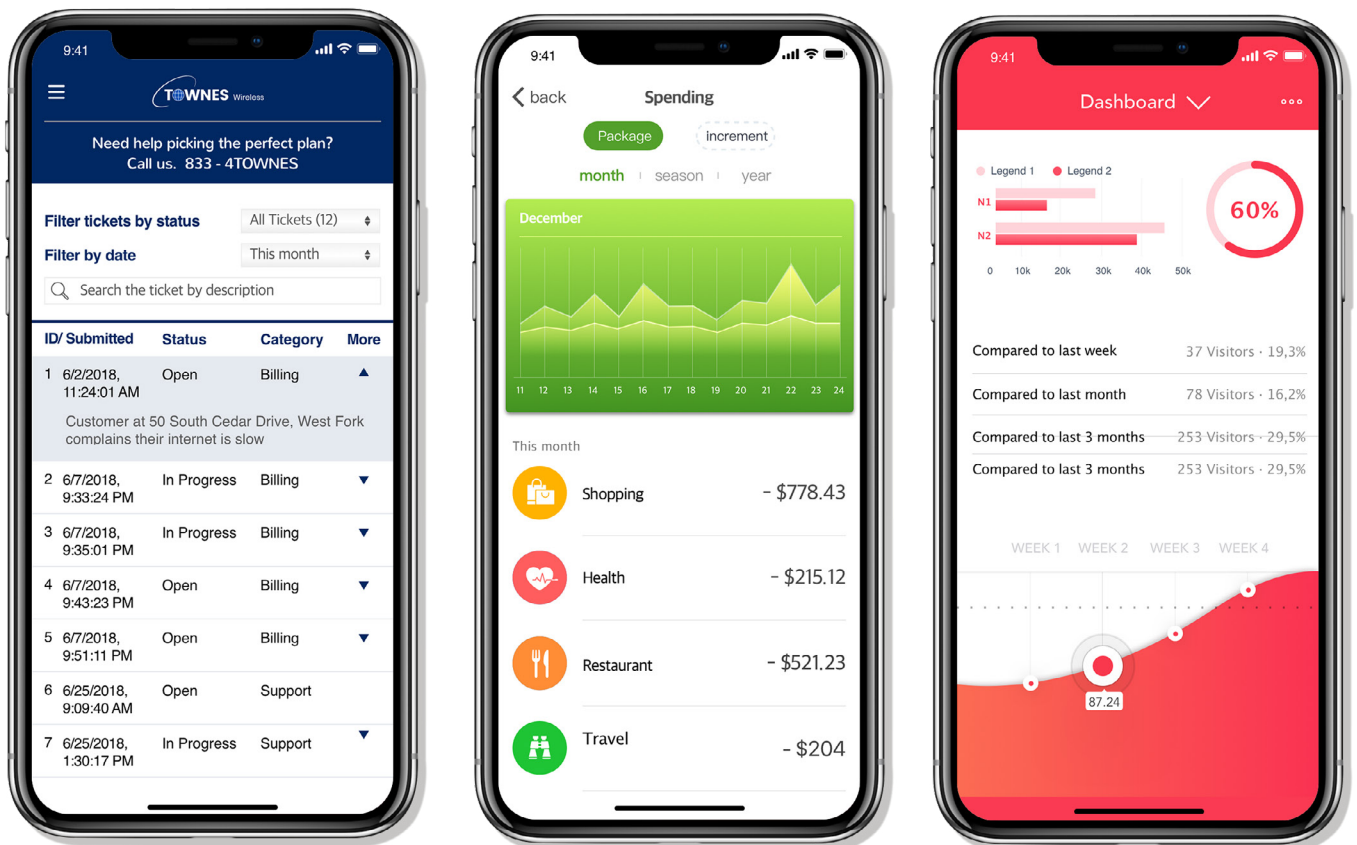


# Sample Web Application Development and Maintenance Proposal

June 2024



# WHO WE ARE

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We are a full service design and development team based in New York City with over 20+ years experience with design and development consulting. Through our bold, clean and minimal design aesthetic, we will be able to transmit The Climate Advisory Trust's message quickly and effectively to applicants, employees and staff. Our core competencies:

User Experience & User Interface design

Branding & Graphic Design

Custom development

AWS hosting

Web Mastering and Disaster Recovery

## Why work with us

We offer comprehensive on-demand design and development services.

Ideal for companies that do not have a design and development team in-house. Working with us means you have a partner to help manage your design and development needs, so that you can focus on running your core business. By partnering with us you can have our dedicated team help and guide you with:

- ✓ Data Visualization
- ✓ Website creation and maintenance
- ✓ User Experience and User Interface design
- ✓ Custom web development
- ✓ Database development
- ✓ Amazon Web Services

### Key benefits



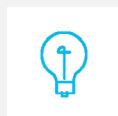
#### Design & Development

We are a one-stop shop offering both services.



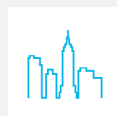
#### Save Time

Reduce design and development tasks from your to-do list.



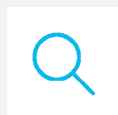
#### Gain Expertise

Access to our interdisciplinary team, without increasing your headcount.



#### NYC-Based

There is no substitute for in-person collaboration.



#### Stay Up to Date

We are always on the look out for latest design trends and technologies.

We also offer flexible monthly packages. With over 20+ combined experience, we know that every project is unique. Whether you're just starting out or have been around for years, our team is here to help however it works best for you.

# CLIENTS

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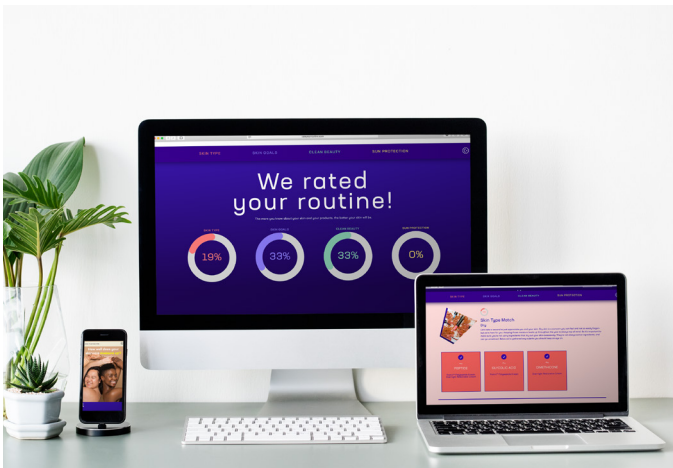
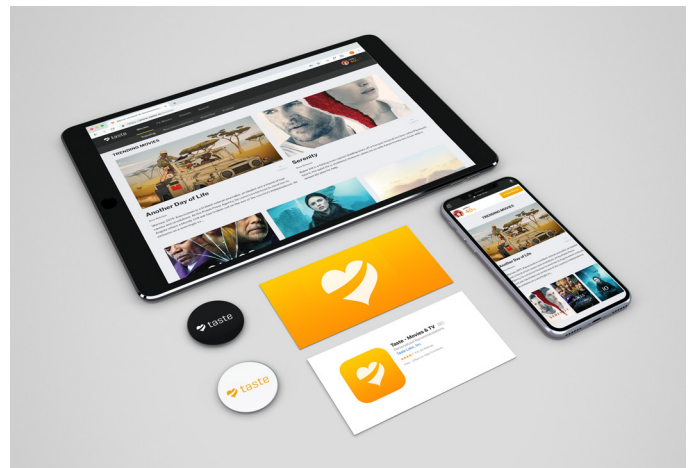
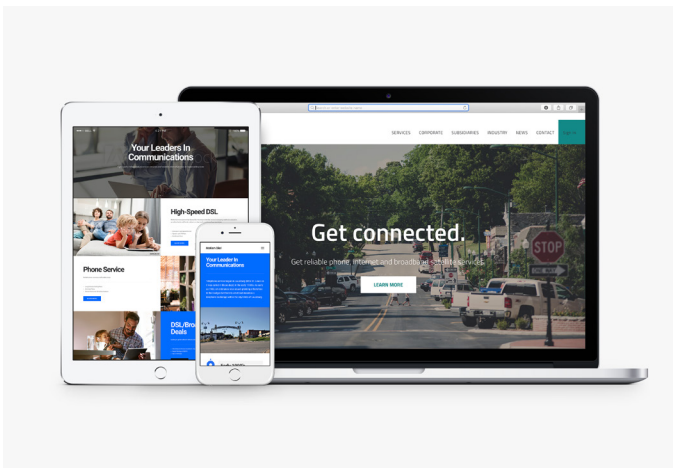


[siliconharlem.net](http://siliconharlem.net)



# WORK

We have experience with the non-profit, government and private sectors.  
Please click images to check our projects.



## Our experience



### NYC Small Business Services

Provided User Interface and User Experience Design services for SBS Business Services Portal. The purpose of the project was to enable small businesses to create a profile on the portal. Users can set up communication preferences on their profile that enables SBS to send notifications to users using either emails or text messages. Users can also look at a list of upcoming events, clicking on an event takes them directly to the EventBrite registration page for the event. See below to view project: <https://www1.nyc.gov/nycbusiness/>



### NY Mayor's Office of Criminal Justice

We have a two year contract providing online services for the MAYOR'S OFFICE OF CRIMINAL JUSTICE allows them to monitor a wide range of online activity in a few clicks that would take a long time to do manually. We improved the efficiency for the team by recommending and implementing a cloud based data delivery method as opposed to sharing information via email. The cloud based method we implemented allows users to view an archive of data based on date. It also allows users to have access to the data anywhere, from any device. We are not at liberty to provide further details of this project, but have provided references.



### Florida Department of Agriculture and Consumer Services

Provided front end development services to the Florida Department of Agriculture and Consumer Services to transform paper forms to their digital counterparts. The Department had hundreds of paper forms that are cumbersome to manage. The goal of the project was to create electronic forms that users can fill out online. These included a branded mobile website where residents can submit requests, receive updates and access city information. The purpose of the project was to:

#### PROMOTE CITIZEN ENGAGEMENT

Engage with residents in a two-way conversation using your official mobile app and website, allowing them to interact when and where it is convenient to them.

#### INCREASE STAFF EFFICIENCY

Reduce operating costs and make your staff more efficient with better communication. Communicate directly with other staff users and collaborate across departments in one central location.

#### REDUCE CALLS AND OFFICE VISITS

Provide citizens with a wiki-based library of answers to common questions to enable them to self-serve.

#### RESOLVE REQUESTS QUICKLY

Streamline request assignments through improved workflows and by hosting all requests in one place. Resolve citizen requests quickly with automated routing and notifications to the correct people.



#### NYC Law Department

Job fair banner design for the NYC Law Department. See work on [gallerydesignstudio.com](http://gallerydesignstudio.com).



#### Townes Wireless

Branding and custom website design for Townes Wireless, a technology solutions company focused in the wireless space (please note this site is currently under development). See below to view project: <http://townes-development.cwr4ifncpk.us-east-1.elasticbeanstalk.com/>



#### The Long Island City Partnership

Ongoing design services for the Long Island City Partnership, helping the LICP attract new businesses to Long Island City, retain those already there, and welcome new residents/visitors, through visually engaging design assets, both digital and print, such as flyers, brochures and banners.



#### Pexcard

Ongoing creative direction and design services for PEX's marketing collateral design, both for print and digital assets. We are also currently re-designing PEX's mobile application that is less cluttered, easier to navigate and more aligned with brand guidelines, ultimately improving user experience, increasing brand loyalty and application downloads. See work here: <https://www.gallerydesignstudio.com/pexcard>



#### CIT Bank

Ongoing design work for CIT bank. Projects include, poster design, HTML newsletters, marketing collateral design.



#### Best Dunn Enterprises

We provided custom website design and development services to Best Dunn Enterprises. This was done on a Wordpress CMS. From initial wireframing and information architecture to brand implementation, we were responsible for presenting our client's brand online. We provided one on one training to the client until they were comfortable updating content on their new CMS. We were responsible for deploying their site on the AWS cloud. We have full backups of the site on AWS and serve as their web master.



#### Questback

Infographics and marketing collateral design for Questback. See work here: <https://www.gallerydesignstudio.com/talkwalker>



### Credit Suisse

We provided web and database development services to Credit Suisse. We also provided on-call support and maintenance services. We set up a testing environment for the development and testing of changes, including code modifications and security patches. We implemented formal change management procedures with Jira to push changes from the development environment to the test environment before applying them to the production websites. We backed up databases regularly and fixed any security gaps. Features of the software we built for Credit Suisse include:

- A database to serve as a central repository of data for the group
- A software application to manage that data and produce reports
- Data Visualization: an intuitive dashboard to assess large amounts of data at a glance and gain insights



### Angelo Gordon

Provided web development services to Angelo Gordon to rebuild their legacy systems. Also provided on-call support, software maintenance and performed security analysis and updates of their servers as needed. Features of the new web based software that we built include:

- An intuitive interface with charts and graphs to assess large amounts of data at a glance. Also featured a data grid capable of searching, sorting, filtering, freezing columns etc
- Online forms for data entry
- Ability to upload documents
- Automated Reports
- A database built with SQL server. Scripts were written to pull in data from various sources at the hedge fund.



## Our Process

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### 1. USER EXPERIENCE RESEARCH

We will assess the current website by interviewing users and staff and identify major pain points. We will then take a step-by-step approach to addressing these areas. We typically spend a week on-site with the client where the key members of the design team meet with the key stakeholders on the client-side, to discuss the project in detail and prioritize features to be built.

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### 2. INFORMATION ARCHITECTURE

We help clients determine their information architecture so that users can find information/functions quickly and easily. This is a collaborative process where our team works closely with the client to build a navigation structure that is intuitive and maximizes discoverability. Our goal is to limit to three or less the number of “clicks” users must perform to reach their destination on the site.

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### 4. AGILE DEVELOPMENT

The project will follow agile development and project management methods. This is characterized by development in short cycles or “sprints” with frequent deliverables with user engagement throughout the process. This method means that users will be given frequent demos of working software and their feedback will be gathered and incorporated at all stages of the project. Agile is a time boxed, iterative approach to software delivery that builds software incrementally from the start of the project, instead of trying to deliver it all at once near the end. It works by breaking projects down into little bits of user functionality called user stories, prioritizing them, and then continuously delivering them in short two week cycles called iterations. It calls for four things that bring structure to each sprint:

- Sprint planning: A team planning meeting that determines what to complete in the coming sprint.
- Daily stand-up: Also known as a daily scrum, a 15-minute mini-meeting for the software team to sync.
- Sprint demo: A sharing meeting where the team shows what they’ve shipped in that sprint.
- Sprint retrospective: A review of what did and didn’t go well with actions to make the next sprint better.

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### 5. DATA EXTRACTION

We will work with CAT to review the existing data and recommend content sources for the new solution. We will write database migration scripts for all aspects of the migration process that can be automated. We have previous experience integrating with publicly available data sources such as Bloomberg.

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### 6. QUALITY ASSURANCE

We will perform QA testing throughout the development life cycle. We will also make prototype versions available to the client for User Acceptance Testing.

## Workflow

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### CLOUD-BASED FILE MANAGEMENT SYSTEM

We use cloud-based file management system to efficiently share files and templates within our team and clients. This cuts down on the volume of emails that we have to monitor. It also solves the problem of different versions of documents floating around in people's inboxes.

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### PROJECT MANAGEMENT SOFTWARE

Project management software lets us prioritize, assign, track, report and audit our work items, from project tasks to software bugs and help desk tickets. Project management software improves productivity by cutting down on time wasted on manually tracking issues and coordination between team members. Project management software improves quality by ensuring all tasks are recorded down with all the details and followed up until completion, so that people can be held accountable for tasks assigned to them. It combines:

- Issue tracking: a software application that allows to record and follow the progress of every problem or "issue" that user identifies until the problem is resolved.
- Project management: allows stakeholders to know at a glance who is working on a particular item and for how long.



All of our web designs are responsive, meaning designs will look great on every device.

# TIMELINE

## Proposed timeline

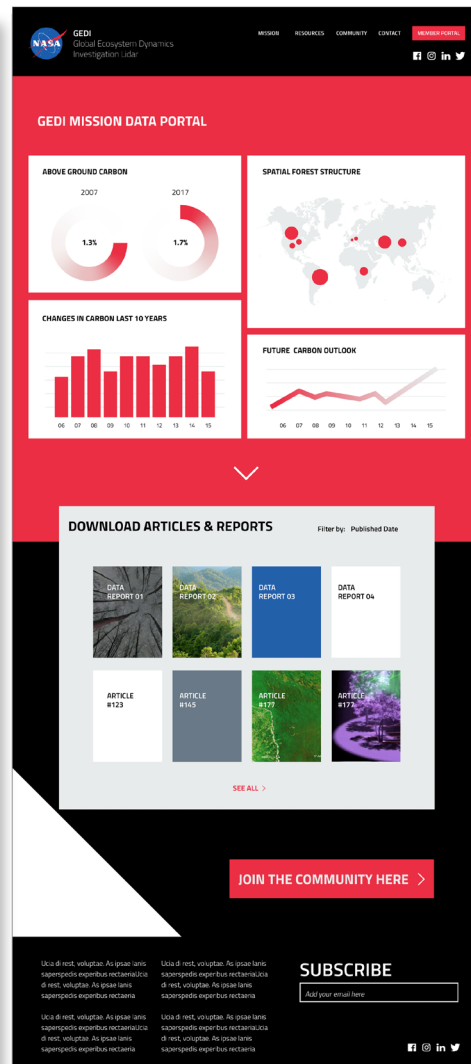
Phase	GOALS & OBJECTIVES	CAT'S ROLE	TIME
<b>Phase I:</b> User Experience Research	<ul style="list-style-type: none"> <li>• User and staff interviews to identify pain points</li> <li>• Compile effective keywords for SEO</li> </ul>	Participate in staff interviews	2 months
<b>Phase II:</b> Information Architecture	<ul style="list-style-type: none"> <li>• Create preliminary wireframes</li> <li>• Deliver new site map</li> <li>• Finalize branding and colors</li> <li>• Deliver annotated wireframes</li> <li>• Review content</li> </ul>	Feedback and approval from key stakeholders on: <ul style="list-style-type: none"> <li>• Wireframes</li> <li>• Site Map</li> <li>• Branding</li> </ul>	1 months
<b>Phase III:</b> Design Concepts	<ul style="list-style-type: none"> <li>• Finalize website mockups</li> <li>• Create 2-3 distinct design concepts and adjust based on feedback</li> <li>• Develop prototype web pages</li> </ul>	Feedback and approval on: <ul style="list-style-type: none"> <li>• Design concepts</li> <li>• Prototype pages</li> </ul>	2 months
<b>Phase IV:</b> Development	<ul style="list-style-type: none"> <li>• Develop screens</li> <li>• Set up database</li> <li>• Continuous QA testing</li> <li>• Release beta versions</li> </ul>	One representative at daily 15-minute "Scrum" meetings Biweekly demos after each "sprint"	8 months
<b>Phase V:</b> Soft Launch	<ul style="list-style-type: none"> <li>• Gather data from beta release</li> <li>• Make needed adjustments</li> <li>• QA testin</li> </ul>	Test functional website with a small subset of real users	1 months
<b>Google Analytics setup</b>		Select metrics on relevant criteria: page visits and electronic applications, etc.	
<b>Training</b>		Training for administrators, department heads and content managers so they feel comfortable updating content.	
<b>Phase VI</b>	• Go live		

# FEE SUMMARY

Deliverables	Timeline	Project Price
Custom Design + Development Services (5 - person expert team)	1 year 2 months	\$ 200,000
TOTAL		\$ 200,000

## Included

HTML, CSS React-js Development	✓
Cloud Database (RDS) set-up and database scripting to pull from data feeds	✓
Research & Strategy	✓
User Interface and User Experience Design	✓
Hosting for 1 year on Amazon Web Services	✓



Proposed screen design NASA's GEDI Mission website

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