RFP Response Form

Digital Platform Design and Development Support

PROPOSER INFORMATION

Proposer Name: THIS IS RED, LLC

Authorized Representative Name & Title: Jeff Myers, Principle, Creative + Strategy

Address: 605 E 9th Ave, Pittsburgh PA 15120

Telephone: 412-287-7324

Email: jmyers@thisisredagency.com

Website: http://www.thisisredagency.com

Legal Status: ✓ For-Profit Corp.

Date Incorporated: March 1, 2010

Partners and/or Subcontractors included in this Proposal: none

How did you hear about this RFP? DHS sent us an inquiry via our website

REQUIRED CONTACTS

	Name	Phone	Email
Chief Executive Officer	Jeff Myers	412 287 7324	jmyers@thisisredagency.com
Contract Processing Contact	Tam Swanson	412 513 8088	tswanson@thisisredagency.com
Chief Information Officer	Steven Moye	412 508 5881	smoye@thisisredagency.com
Chief Financial Officer	Laura MacDonald	412 370 8395	lmacdonald@thisisredagency.com
MPER Contact*	Katja Kauffman	724 712 1388	kkauffman@thisisredagency.com

* *MPER is DHS's provider and contract management system. Please list an administrative contract to update and manage this system for your agency.*

BOARD INFORMATION

Provide a list of your board members as an attachment or in the space below.

Board Chairperson Name & Title: Jeff Myers, Principle, Creative + Strategy

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Board Chairperson Address: ██████████████████████████████

Board Chairperson Telephone: ████████████

Board Chairperson Email: █████████████████████

REFERENCES

Provide the name, affiliation and contact information [include email address and telephone number] for three references who are able to address relevant experience with your organization. *Please do not use employees of the Allegheny County Department of Human Services as references.*

Marty Ashby
Executive Producer, Manchester Bidwell, MCG Jazz
████████████████████████████
███████████

Jacqueline Routier
Marketing Specialist
██████████████████████████
██████████████

Lesley Sillaman
Senior Vice President, Havas Global
███████████████████████████
█████████████████

PROPOSAL INFORMATION

Date Submitted March 7, 2019

Amount Requested: $498,960

Proposal Abstract:
Please limit your response to 750 characters
When it's all said and done, we are - at the core - a smart, strategic + creative agency. While we offer many ideas and opportunities to our clients, we understand the power of the web and the digital marketplace because we were born digital.

We have designed and developed enterprise applications, corporate and consumer websites and built brands from the ground up for clients of all shapes and sizes, from global giants like Heinz and Coca-Cola to non-profits like the Manchester Craftsmen's Guild.

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Each new opportunity represents a new challenge; and we love a good challenge. Our strategists, account managers, designers and developers all work toward one goal – the perfect mix of smart, flawless and purposeful marketing.

CERTIFICATION

Please check the following before submitting your Proposal, as applicable:

✓ I have read the standard County terms and conditions for County contracts and the requirements for DHS Cyber Security, EEOC/Non-Discrimination and HIPAA.

✓ By submitting this proposal, I certify and represent to the County that all submitted materials are true and accurate, and that I have not offered, conferred or agreed to confer any pecuniary benefit or other thing of value for the receipt of special treatment, advantaged information, recipient's decision, opinion, recommendation, vote or any other exercise of discretion concerning this RFP.

ATTACHMENTS

Please submit the following attachments with your Response Form. These can be found at http://www.alleghenycounty.us/dhs/solicitations.

- MWDBE documents
- Allegheny County Vendor Creation Form
- 3 years of audited financial reports
- W-9

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REQUIREMENTS

Please respond to the following and submit only one Response Form, even when proposing multiple Projects. Proposers should leave the sections for Projects they are not proposing blank. Each Project will be scored separately and the maximum score for a Project is 100 points.

All Proposers should complete Section A, Proposer Background and Qualifications (40 points). Complete this section only once, even if you are proposing multiple Projects. To score each Project, your score from Section A will be added to your response to the Project-specific sections (each Project-specific section is worth a possible 60 points).

A. Proposer Background and Qualifications (40 points) – To be completed by all Proposers. Complete only once even if proposing multiple Projects below. Your response to this section should not exceed 4 pages.

1. Describe your approach to design work, and how it is compatible with DHS's goals and values, in your view.
   We love design. We'll shout our love for design from the top of Mt. Washington and the top of our bell tower (yes, our office has a bell tower). We love making UI look and feel like it is the perfect fit for the users who are interacting with it. While all of our websites are designed with accessibility and ADA guidelines in mind, we've worked on many projects with specific ADA needs for either vision or hearing disabilities were at the core of the design specifications.

   We love blowing our clients minds with how good their brand can look. And we love creating design work that looks fresh today and just as fresh years from now. We've worked with some of the biggest and most visually demanding brands and clients on the planet (Coca-Cola, Philippe Starck, Four Seasons, Reebok, Apple, etc.) and it makes us feel great when we can bring that ultimate level of design, experience and brand expertise to non-profits and organizations that have a noble calling for helping people. We provide the level of service and speed that you would find from a five-star hotel and bring the passion to big creative thoughts as we do simple design feedback.

   When clients work with us on design projects, they tend to work with us for years on all types of projects. We're hoping to start a similar relationship with DHS. We feel our passion for greatness, clarity, service, and speed go hand in hand with DHS's goals and values.

2. Describe your capabilities that set you apart from others in the industry.
   THIS IS RED was born for this. Literally. We were born as a digital agency, and as the industry changed, we evolved to offer a broad catalog of digital and analog needs to suit the ever-changing environment. We don't just create apps and videos and websites because they're cool, we do them because they are effective. And we're quite good at making things effective.

   We employ a team of seasoned professionals and new recruits alike. When mixed together, the result is a collection of great ideas and great ways to make those ideas

happen. We don't put limitations on what we can do, and unlike larger, structure-heavy agencies, we do not work in silos or draw boundaries around expertise. Our clients approach us with the confidence that they will be working with the right mix of agency personnel to deliver the optimal result.

Among our core principles is the belief that we work on relationships, not retainers. That means our clients continue to work with us because they want to – not because they have to. In fact, over 80% of our client mix has no contractual obligation to be here, but they continue to come back for the amazing THIS IS RED service and creative.

3. Please describe at least one example of a similar project you have successfully completed and any lessons you learned from that work that are applicable to this RFP. If you'd like, you may provide links to your work online or attach a brief case study, which will not be counted toward the page limit.
See the attached file "THIS IS RED-DHS-Case Studies.pdf"

4. How is your company organized (by function, by department, etc.)? Give an approximate number of projects typically being worked on in your organization at any given time. Provide a representative list of personnel to illustrate depth and breadth of expertise.

THIS IS RED is a group of insanely talented people who are organized by their   main function (design, development, strategy, content creation, etc.) but also have talents that bridge to other functions and passions.

We offer a swift, efficient and customizable business model. We organize our team to the business and technical requirements of a project. We deploy project-specific work teams who possess the right skillset and expertise to tackle the project at hand. This cuts down on project churn and eliminates extra and unnecessary layers of internal communication, as clients are traditionally placed in direct contact with the project manager, developer, designer, or editor who is responsible for their project. As shared stakeholders in the work, we view project relationships as partnerships. Simply put – you want awesome work; we want to make awesome work for you.

During the average week, there are approximately 10 to 20 active projects on the agency's master schedule, of varying scope and complexity. This workload will utilize a diverse catalog of core competencies, including Planning & Research, Creative Development, Design, Copywriting, Web Development and Programming; and Multimedia Services such as Photography, Video and Audio Production. For DHS we would provide leaders in the following areas, with additional team members supporting throughout the project as needed:

Creative, Strategy & Experience
Jeff Myers: 20+ years working on global and local brands, designing, creating and developing strategies for digital, mobile, video, animation, social activations

Development & Technology
Steven Moye: 10+ years of developing websites and web applications with PHP,

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ASP.NET, SQL, XML, XSLT, C#, VBScript, HTML5, CSS3, Jquery, Electron, Graph API (facebook), WordPress, SharePoint, Umbraco

Art Direction/UI
Jeff St. Mars: for 8 years he has lived and breathed designing all types of brand material and specifically crafting stunning UI for a variety of websites, app and VR experiences

Project Management
Dave Croyle: 14 years crafting content and shepherding projects for a broad mix of local, national and global brands

Administration
Tam Swanson: 20+ years of experience in the Financial, Administrative and Operations Management of Public Relations and Advertising Agencies.

5. Describe your knowledge of and/or experience with public sector organizations.

THIS IS RED has extensive experience working in public health and education, particularly related to optical health and inflammatory arthritis diagnosis and care. The following are three examples of work we have done for such organizations.

Healthy Sight Working For You (www.healthysightworkingforyou.org)
Backed by Transitions Optical, Healthy Sight Working For You is an invaluable resource for human resources professionals and consumers alike. Within this website, users find content tailored to meet their needs and inform them of the benefits of optical health, as well as the risks of vision loss. This site also contains a valuable tool, the Sight on Savings Calculator, which aids users in determining the financial impact optical health may have on their daily lives.

Versant Health Vision Loss Simulator (www.versanthealth.com/visionloss)
A vision care provider, Versant Health works diligently to educate patients on the importance of regular eye exams and proper eye wear. Tasked with finding an exciting way to make common vision conditions relatable to all consumers, THIS IS RED opted to let the audience see through the eyes of someone who suffers from vision conditions such as glaucoma, presbyopia, or macular degeneration. We created a stunning, award-winning, 360 VR tool to help users explore a world with and without vision loss.

Gout & Uric Acid Education Society (www.gouteducation.org)
6. Often overlooked, but nevertheless painful, Gout is an inflammatory arthritis affecting over 8 million Americans. The Gout & Uric Acid Education Society is a nonprofit organization with the goal of bringing greater awareness to the disease and improving the quality of care for those who suffer from it. THIS IS RED built gouteducation.org as a library for gout-related tools, resources, research, and stories to assist patients and medical professionals alike.

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B. Client Experience Website (60 points) – If you are proposing to complete this Project, fill out the questions below. If you are not proposing this project, leave this section blank and move to Section B. Your response to this section should not exceed 6 pages.

1. Describe your ability to translate research and insights into the kind of UX that meets specific audiences' needs.
   We are obsessed with the discovery process — cataloging, capturing and filtering data from users into insights; and creating methods to build great software for specific user needs. While online and phone interviews are effective in understanding the devices users have and broad usability, not much makes us happier then getting out in the world and seeing users interacting in their space (home, work, commuting, etc.). You can glean an entirely different set of insights watching someone interact with software while they are trying to complete other tasks, which is often what users are doing in real life.

   We've gone into depth with Transitions Optical for for many research and digital projects; looking at the needs and habits of eye care professionals and aligning them with the requirements of consumers who need glasses. One specific example, is how we translated a mass of research on people driving and commuting for Transitions Drivewear (lens technology that adapts to light conditions while you drive). We translated the research into a content structure and creative approach for their website and interactive ads. The research was also used to determine what cities and even what times of day to run the ads to be the most effective to benefit the user and Transitions.

2. Please describe your interface design and front-end web development experience (WordPress CMS, responsive and mobile).
   Over the past decade+ of designing interfaces, we've probably created a UI for every purpose, every type of user and consumer, for nearly every platform. We've created:
   - **Multi-lingual responsive websites for iconic global brands;** Transitions Optical, Heinz, Coca-Cola
   - **Portals & interactive educational tools for non-profits and education organizations;** Manchester Craftsmen's Guild, Asset Inc, Gout & Uric Acid Education Society, Campaign for Obama's reelection 2012, CMU School of Architecture, UPMC
   - **B2B websites and interactive tools;** Alfabet, PJ Dick, Transitions Optical, MSA, Reebok
   - **App UIs and experiential consumer UIs;** American Eagle, Aerie, Philippe Starck, Dean Foods, Dolby, Four Seasons, Guitar Center, Music Aficionado, Coca-Cola
   - ADA/Accessibility; Transitions Optical (Vision Loss simulators),
   - **Responsive/Mobile;** With mobile typically being the highest percentage usage on any website we generally think mobile first on any website project. We've created everything from large 100+ websites, to smaller microsite all with responsive breakpoints and we have quite a large bank of testing devices so we can actually experience the websites we're building on iOS, Android, Windows, phones and tablets of all generations and sizes

   Our design work has lead us far beyond the pixels of a UI, to being deep in the weeds of the creative strategy and user insights into color palette, typography, icon families, design patterns and visual trends.

And as we believe deeply into creating the right experience for the right user, our design philosophy has lead us to researching and understanding different users just as deep and wide as the platforms we've created for (Moms, eye care professionals, teachers, enterprise architects, music aficionados, ketchup lovers, and on and on)

We have over 10 years of experience with WordPress, from version 2.5 to the current 5.1 (as of this writing), for micro sites as well as larger 100+ page websites. We focus on building WordPress themes that are customized for the clients' individual needs. We also have over 10 years of experience in Front End web development – currently utilizing HTML5, CSS, and Javascript with Ajax – and we focus on responsive design solutions that are made with cross-browser and cross-device compatibility for modern devices.

Though focusing on typical newer devices is the usual plan for many of our clients, we have encountered the need to make websites work on older devices. For older devices, we focus on sensible solutions that ensure every user can get the information they're looking for in an experience that still fits with the business objectives.

3. Outline your plan to collaborate with DHS staff on usability testing.
   We've had success with different methods of user testing, and while we always test alpha and launch candidates, we've found that testing very early with prototypes has the best chance of aligning the business and experience requirements with users interacting with the website the way DHS intends them to. Sketching the general experience and creative direction with users early in the process lets the whole team (THIS IS RED and DHS) collaborate inside a set of broad validated parameters; refining visuals, and creative solutions become more powerful and effective knowing we're all heading in the right direction.

   We would setup collaborate sessions with DHS to map the ultimate user flow, experience(s), user stories, and/or personas, then very quickly generate prototypes to test, iterate and validate with users. Using a mix of one-on-one testing with a prototype, typically an interactive keynote or sometimes print outs (we've gleaned some amazing comments using printouts and having conversations with users, it's a bit old school, but it works remarkably well). And we also use online testing services that capture audio/video of real users interacting with the prototype (all shareable).

   During collaboration sessions with other clients, we've even worked in real time to not only sketch but make quite polished prototypes, and we would love to continue this best practice with DHS.

   For interaction with users during testing, we would collaborate on the questions we would ask, and would share the reports and results with DHS at another collaboration session to determine how to address the issues, 'did wells' and 'do betters'.

   Then as a team with DHS, we would determine if more rounds of prototyping are needed, or if the prototype phase is ready to move into pre-production.

For user-testing, at the alpha/launch candidate phase we would continue collaborating on the plans and questions to discover issues, bugs or gaps in the experience.

We would present the results to DHS and collaborate on how to fix any remaining user experience or usability issues.

Also, during our initial development sprints, we test the working drafts of the website on a variety of devices to get a broad sense for how the site behaves across different platforms and will work with DHS to incorporate any existing DHS strategies into our process. While we only launch after we are confident there aren't any significant usability issues, we continue testing after that point to ensure that behavior is consistent in the production environment.

4. Provide your timeline for front-end web development, including sprints and specific deliverables.
   Below is a sample timeline for front-end website development. Actual timing may vary depending on complexity and website requirements

   Week 1
   • Kick off meeting
   • High level plan and sprint review
   • **Sample Sprint plan:**
   • Sprint 1) Front-end global elements: header, footer, navigation, primary page templates including responsive behaviors.
   • Sprint 2) Prototype of Experience sharing features (allowing user-generated posting of content, allowing for view and navigation of that content)
   • Sprint 3) Interface for user accounts that gives access to personal information, allows interaction with sharing features, feature for submitting concern or question about DHS services.
   • Sprint 4) Content integration and a completion of remaining navigation features
   • Sprint 5) Comprehensive testing of all features and responsiveness and accessibility.
   • Sprint 6) Phase 2 integration of chatbox and dynamic storage of data.
   Week 2
   • Usability collaboration session
   • Review existing insights and designs to develop prototypes to test
   Week 3
   • Prototype testing
   • Usability collaboration session (report findings of prototype testing to DHS)
   • Prototype refinement/test
   Week 4
   • Usability collaboration session (report findings and validate user experience/UI design)
   • Detailed sprint schedule
   • Configure WP dev environment
   • Create initial page/graphic templates for sprints
   Week 5-11
   • Sprint 1 build
   • Sprint 2 build
   • DHS review sprint 1, 2, apply feedback
   • Sprint 3 build
   • Sprint 4 build
   • DHS review sprint 3, 4, apply feedback
   • Sprint 5 build
   • Sprint 6 build

- DHS review sprint 5, 6, apply feedback
Week 12
- Usability collaboration session (co-create parameters for first user testing of website)
- User testing
- Report findings
- Updated sprint schedule
Week 13
- Sprint 6 (Apply user feedback)
- Usability collaboration session (DHS feedback)
Week 14
- User testing
- Report findings
Week 14
- Sprint 7 (apply user feedback)
Week 15
- Usability collaboration session (DHS feedback)
- Sprint 8 (final feedback applied for launch candidate)
- DHS WP Training session and deliver documentation
Week 16
- Launch
- Launch celebration at THIS IS RED

5. Outline your plan to work with DHS during development, with knowledge transfer and training for DHS staff about how to use and maintain the site, if necessary.

We typically share our development work in progress with clients based around preplanned sprints to ensure that every element of the design and functionality of the site is approved both during the design phase and again in the development phase to ensure that our clients are completely satisfied with the work being done. Within this process, we allow for feedback and revisions since ideas often evolve during development.

Documentation
In order to ensure DHS can effectively utilize the CMS to update the site, we provide documentation to cover general WordPress usage as well as instructions for how to use any customized elements. We would be happy to share an example of our typical documentation upon request.

In-person Training
We will also schedule a full day in-person training session with the DHS team to give a live, hands-on demonstration on how to update the site. This training would reinforce the documentation as well as give the DHS team a chance to ask any questions they have about how to use and maintain the website.

We also are available for questions and/or bug fixes 30 days after launch which is included in the budget.

6. Describe how the website as you envision it will ultimately make the process of finding services more efficient for DHS clients and others in the community.
Though our vision will evolve once we analyze the research and insights DHS already

has, we believe the user pool probably has a broad mix of older and younger users, who are tech-savvy and not, using a mix of older and newer devices. Users will be looking for a specific service within many options; the key is going to be simplicity. This will require the UI to be streamlined, but friendly and have a modicum of copy on the initial screens since older (or visually impaired users) will have their text size enlarged, taking up more screen space.

Another solution is to make the search page or recommendations dynamic. We may find through usage data that a few services are searched for more in summer vs. winter, so those could be moved up or have a shortcut. We may also find similar patterns around holidays or times of the day. All of which speed the connection between the need of the user and getting to the solution or content quickly..

7. Please provide a detailed budget and budget narrative that reflect a realistic estimate of costs associated with this project (not counted toward page limit). Below is an estimate for the hours/costs associated for the project. We typically work with a blended agency rate of $180/hr. We've found that a blended rate tends to benefit the clients (which is our goal). However we are flexible and do change how we bill for certain clients needs, let us know if there is a different way that is preferable:

User Experience/Strategy		
Strategy Collaboration Sessions	30	$5,400
Detailed experience requirements	20	$3,600
Information Architecture	76	$13,680
Content Strategy	28	$5,040
Rapid Prototyping	50	$9,000
Experience Validation (PreProduction Usability Testing)	30	$5,400
Usability Collaboration Sessions	20	$3,600
Creative & Experience		
Creative/Art Direction	60	$10,800
Design (Page Templates, graphic templates)	80	$14,400
Storyboards/Interactive Prototypes for Testing	60	$10,800
User Experience Testing	50	$9,000
Development/Production		

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User Experience/Strategy		
Front-end Development	190	$34,200
WP & Admin user(s) config	64	$11,520
Middleware: Chatbot Integration, external user login, data store/share	70	$12,600
Production Design	68	$12,240
Content Input	78	$14,040
Usability Testing	70	$12,600
Usability Collaboration Sessions	30	$5,400
Browser and Platform Testing	65	$11,700
Q/A	60	$10,800
Push Live	18	$3,240
Documentation/DHS Training	16	$2,880
Project Management		
Scheduling/Project Planning/Sprint Planning	24	$4,320
Coordination/Meetings	40	$7,200
Project Management	68	$12,240
Administration	28	$5,040
Total		**$250,740**

B. Hello Baby Website (60 points) – If you are proposing to complete this Project, fill out the questions below. If you are not proposing this project, leave this section blank and move to Section C. Your response to this section should not exceed 6 pages.

1. Describe your ability to translate research and insights into the kind of UX that connects parents of young children to all the different resources and information available to them in Allegheny County.

   We are obsessed with the discovery process — cataloging, capturing and filtering data from users into insights; and creating methods to build great software for specific user needs. While online and phone interviews are effective in understanding the devices users have and broad usability, not much makes us happier then getting out in the world and seeing users interacting in their space (home, work, commuting, etc.).

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It's not just about analyzing the analytics and data, it is about understanding the emotional space the user is in. You can glean an entirely different set of insights watching a parent interacting with software while they are dealing with an ever-changing, sometimes chaotic, environment or a vulnerable emotional state of mind. Ethnographic research is very different then watching a user in a controlled conference room.

We've also found that prototyping during the discovery phase is a very effective way to test how users are responding to content, in this case, different methods of connecting them with resources or information they may need in a moment, and how that moment may change as their environment changes. We can quickly create 5-10 different pages or interactions and have a discussion in the environment it would be used in to see what is right and what can be better.

Heinz user research example
Heinz targeted moms and household decisions makers as the primary users of a new website. For several months, we researched the needs and expectations of these targets adding it to research Heinz already had to determine how Heinz's product intersected with moms. Their health and wellness needs, their busy lives and the need for quick starters and supplements to their meals and their food planning. We translated the research and aligned it with Heinz's business goals through the filter of "good food every day." All the creative, architecture, content and messaging, and social components were viewed through that filter. The new website we launched based on real mom's lives not only became a great recipe and health and wellness portal but also burnished Heinz's brand image to place them on many top website rankings alongside of brand icons like Apple & Nike.

2. Please describe your interface design and front-end web development experience (WordPress CMS, responsive and mobile).

   Over the past decade+ of designing interfaces, we've probably created a UI for every purpose, every type of user and consumer, for nearly every platform. We've created:
   - **Multi-lingual responsive websites for iconic global brands;** Transitions Optical, Heinz, Coca-Cola

   - **Portals & interactive educational tools for non-profits and education organizations;** Manchester Craftsmen's Guild, Asset Inc, Gout & Uric Acid Education Society, Campaign for Obama's reelection 2012, CMU School of Architecture, UPMC

   - **B2B websites and interactive tools;** Alfabet, PJ Dick, Transitions Optical, MSA, Reebok

   - **App UIs and experiential consumer UIs;** American Eagle, Aerie, Philippe Starck, Dean Foods, Dolby, Four Seaons, Guitar Center, Music Aficionado, Coca-Cola

- **ADA/ Accessibility;** Transitions Optical, websites and interactive tools specifically designed for people with vision impairment

- **Responsive/Mobile;** With mobile typically being the highest percentage usage on any website we generally think mobile first on any website project. We've created everything from large 100+ websites, to smaller microsite all with responsive breakpoints and we have quite a large bank of testing devices so we can actually experience the websites we're building on iOS, Android, Windows, phones and tablets of all generations and sizes

Our design work has lead us far beyond the pixels of a UI, to being deep in the weeds of the creative strategy and user insights into color palette, typography, icon families, design patterns and visual trends.

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3. Outline your plan to collaborate with DHS staff on usability testing.

We've had success with different methods of user testing, and while we always test alpha and launch candidates, we've found that testing very early with prototypes has the best chance of aligning the business and experience requirements with users interacting with the website the way DHS intends them to. Sketching the general experience and creative direction with users early in the process lets the whole team (THIS IS RED and DHS) collaborate inside a set of broad validated parameters; refining visuals, and creative solutions become more powerful and effective knowing we're all heading in the right direction.

We would setup collaborate sessions with DHS to map the ultimate user flow, experience(s), user stories, and/or personas, then very quickly generate prototypes to test, iterate and validate with users. Using a mix of one-on-one testing with a prototype, typically an interactive keynote or sometimes print outs (we've gleaned some amazing comments using printouts and having conversations with users, it's a bit old school, but it works remarkably well). And we also use online testing services that capture audio/video

of real users interacting with the prototype (all shareable).

During collaboration sessions with other clients, we've even worked in real time to not only sketch but make quite polished prototypes, and we would love to continue this best practice with DHS.

For interaction with users during testing, we would collaborate on the questions we would ask, and would share the reports and results with DHS at another collaboration session to determine how to address the issues, 'did wells' and 'do betters'.

Then as a team with DHS, we would determine if more rounds of prototyping are needed, or if the prototype phase is ready to move into pre-production.

For user-testing, at the alpha/launch candidate phase we would continue collaborating on the plans and questions to discover issues, bugs or gaps in the experience.

We would present the results to DHS and collaborate on how to fix any remaining user experience or usability issues. Also, during our initial development sprints, we test the working drafts of the website on a variety of devices to get a broad sense for how the site behaves across different platforms and will work with DHS to incorporate any existing DHS strategies into our process. While we only launch after we are confident there aren't any significant usability issues, we continue testing after that point to ensure that behavior is consistent in the production environment.

4. Provide your timeline for the entire site build (Research, Design, Prototype, Test).
    Week 1
    • Kick off meeting
    • Discovery plan review
    Week 2
    • Discovery workshop for DHS stakeholders, THIS IS RED, and several potential users
    Week 3
    • Consolidated findings from workshop
    • Plan review for remainder of discovery phase
    • Review user journeys/stories/personas with DHS
    • Schedule user interviews
    Week 4-5
    • Interviews (in-person, phone, online)
    • Consolidate findings
    Week 6
    • Review findings with DHS
    • Review prototype(s) plan
    • Collaboration Session (generate prototypes real-time with DHS)
    Week 7
    • Refine prototypes
    • Prototype testing with users
    Week 8
    • Usability collaboration session (report findings of prototype testing to DHS)
    • Prototype refinement

- Schedule next round of user testing

Week 9
- Prototype testing
- Review findings with DHS

Week 10
- Usability collaboration session (review validate user experience/UI design)
- Sprint schedule (sample below)
- Sprint 1) Front-end Global elements: header, footer, navigation, primary templates
- Sprint 2) Integration of global elements and page templates into CMS, initial responsiveness testing
- Sprint 3) Content integration and search functionality.
- Sprint 4) Comprehensive testing of user experience and responsiveness and accessibility.
- Configure WP dev environment
- Create initial page/graphic templates for sprints

Week 11-14
- Sprint 1 (Features A, B, C build)
- Sprint 2 (Features D, E, F build)
- DHS review sprint 1, 2
- Sprint 3 (Apply feedback from sprints 1, 2. Features G, H, I build)
- Sprint 4 (Features J, K, L build)
- DHS review sprint 3, 4
- Sprint 5 (Apply DHS feedback)

Week 15
- Usability collaboration session (co-create parameters for first user testing of website)
- User testing
- Report findings
- Updated sprint schedule

Week 16
- Sprint 6 (Apply user feedback)
- Usability collaboration session (DHS feedback)

Week 17
- User testing
- Report findings

Week 18
- Sprint 7 (apply user feedback)

Week 19
- Usability collaboration session (DHS feedback)
- Sprint 8 (final feedback applied for launch candidate)
- DHS WP Training session and deliver documentation

Week 20
- Launch
- Launch celebration at THIS IS RED.

5. Outline your plan to work with DHS during development, with knowledge transfer and training for DHS staff about how to use and maintain the site, if necessary.

We typically share our development work in progress with clients based around preplanned sprints to ensure that every element of the design and functionality of the site is approved both during the design phase and again in the development phase to

ensure that our clients are completely satisfied with the work being done. Within this process, we allow for feedback and revisions since ideas often evolve during development.

Documentation
In order to ensure DHS can effectively utilize the CMS to update the site, we provide documentation to cover general WordPress usage as well as instructions for how to use any customized elements. We would be happy to share an example of our typical documentation upon request.

In-person Training
We will also schedule a full day in-person training session with the DHS team to give a live, hands-on demonstration on how to update the site. This training would reinforce the documentation as well as give the DHS team a chance to ask any questions they have about how to use and maintain the website.

We also are available for questions and/or bug fixes 30 days after launch which is included in the budget.

6. Describe your experience conducting interviews, focus groups and participatory design sessions and creating personas and user journeys to gain a greater understanding of the end user.
   We've been a part of many different types of processes and approaches of capturing information, feedback and testing of users. Here are a few examples:

   Transitions Optical
   With our 17+ year relationship with Transitions Optical, we've gone through a wide gamut of interviews, focus groups and design sessions. From basic use of Q/A forms emailed to large pools of B2B users spread over the country, to extensive in person interviews and conference calls throughout Europe, Asia and the US, capturing insights, testing wireframe concepts and collaborating on designs. When we launched Transitions Global Digital Platform we audited 130+ URLs, held 14 hours of interviews, reviewed pages and pages of collaborative prototypes, and gained insights from the field and focus groups to understand, define and report our findings on:
   - The various types of end users(through out all the global regions)
   - What are their needs and how does it change across regions
   - Strategic themes for the brand
   - Digital priorities
   - Consumer journey

   Coca-Cola Design Machine
   Coca-Cola Design Machine is the largest POS customization tool on the planet, and while we have worked on the UI and UX from its initial inception, it grew so big that it needed a bit of retooling to set it up for future successes. We were part of, and often lead, participatory design sessions here in Pittsburgh, in London, Atlanta, and even Mexico City. Our favorite way of conducting participatory design sessions is to design interactions and exercises, focused on building user stories, visioning, and future

features, while others are designed to interpret focus group data to find insights and patterns and translate those to a new UI/UX elements.

We also like to go deep into the user's life, and for the Design Machine we actually went go in the field around Mexico City, shadowing different people who interacted with the Design Machine from disparate points of view. After seeing many experiences first hand, we created an insight deck that gathered what we saw and translated it into actionable items to address future enhancements to the software.

CMU School of Architecture
We were on a mission to bring the CMU School of Architecture experience to the forefront with a new holistic identity, digital, and social strategy. We wanted to capture the spirit of the school's critical thinking processes while keeping global and millennial audiences in mind. To start we outlined the plan for all the workshops, collaborative meetings and focus groups with CMU, to make sure everyone felt comfortable with the areas of discussion and the groups we were talking to (students from different regions, alum, recruiters and educators).

Once the top decision makers agreed to the approach, we started with a day of workshop activities with representatives from all groups. Even the offsite venue was part of our plan to make sure we could elicit fresh thoughts from everyone in a neutral setting. We captured all of the data from all of the exercises and filtered them to find patterns, dead ends, and areas of opportunities.

The subsequent meetings were with specific groups, designed to let their voices be heard directly and unfiltered. We created a document with all of the findings, experience opportunities and personas that was shared with the top tier of decision makers to create a direction to execute against.

Finally, we conducted a mix of design presentations and collaborative live design sessions based on all of the findings to set the visual and experience direction for the new brand.

7. Please provide a detailed budget and budget narrative that reflect a realistic estimate of costs associated with this project (not counted toward page limit). Below is an estimate for the hours/costs associated for the project. We typically work with a blended agency rate of $180/hr. We've found that a blended rate tends to benefit the clients (which is our goal). However we are flexible and do change how we bill for certain clients needs, let us know if there is a different way that is preferable:

Discovery		
Prep & Collaboration Sessions with DHS	40	$7,200

RFP Response Form

Digital Platform Design and Development Support

Discovery		
User Interviews	80	$14,400
Experience and Design Audit	20	$3,600
Protoypes/Mockups	60	$10,800
Report Discovery Findings	8	$1,440
User Experience/Strategy		
Strategy Collaboration Sessions	20	$3,600
Detailed experience requirements	20	$3,600
Information Architecture	76	$13,680
Content Strategy	28	$5,040
Rapid Prototyping	42	$7,560
Experience Validation (PreProduction Usability Testing)	24	$4,320
Usability Collaboration Sessions	20	$3,600
Creative & Experience		
Creative/Art Direction	86	$15,480
Design (Page Templates, graphic templates)	80	$14,400
Storyboards/Interactive Prototypes for Testing	60	$10,800
User Experience Testing	50	$9,000
Development/Production		
Front-end Development	90	$16,200
WP & Admin user(s) config	64	$11,520
Production Design	52	$9,360
Content Input	40	$7,200
Usability Testing	70	$12,600
Usability Collaboration Sessions	30	$5,400

RFP Response Form

Digital Platform Design and Development Support

Discovery		
Browser and Platform Testing	65	$11,700
Q/A	60	$10,800
Push Live	18	$3,240
Documentation/DHS Training	16	$2,880
Project Management		
Scheduling/Project Planning/Sprint Planning	24	$4,320
Coordination/Meetings	40	$7,200
Project Management	68	$12,240
Administration	28	$5,040
Total		**$248,220**

C. Ongoing Enhancements (60 points) – If you are proposing to complete this Project, fill out the questions below. If you are not proposing this project, leave this section blank. Your response to this section should not exceed 6 pages.

1. Describe your experience conducting interviews, focus groups and participatory design sessions and creating personas and user journeys to gain a greater understanding of users. Click or tap here to enter text.
2. Describe your ability to translate research and insights into the kind of UX that meets specific audiences' needs. Click or tap here to enter text.
3. Describe your interface design and front-end web development experience (WordPress CMS, responsive and mobile). Click or tap here to enter text.
4. Outline your plan to collaborate with DHS on usability testing. Click or tap here to enter text.
5. Provide a framework for partnering with DHS on any Information Technology (IT) solutions and working with DHS during development, with knowledge transfer and training for DHS staff about how to use and maintain websites or applications. Click or tap here to enter text.
6. Provide your timeline for front-end web development, which includes sprints and specific deliverables. Click or tap here to enter text.
7. Please provide a budget and budget narrative for ongoing maintenance of and enhancements to the Client Experience and Hello Baby websites, as well as a rate or other budgeting methodology associated with design and development of future websites and applications (not counted toward page limit). Click or tap here to enter text.