

Proposal for



www.harvestfieldschurch.org

Presented September 12, 2006

Executive Summary

The purpose of this document is to give an overview of the requirements of www.Harvestfieldschurch.org for redesign and to outline steps toward implementation, sustained maintenance and their associated costs.

Harvest Fields Community Church (HFCC) seeks to give its Website an overhaul through the process of redesigning its look and feel, and site architecture (overall navigational structure). The site must be inviting, appeal to all target audience members with which HFCC requires interaction, and compel site revisits.

HFCC has short-term and long-term site initiatives that must inherently be supported by the site's architectural design. The design must be scalable for content growth and allow for daily maintenance that can be implemented by HFCC staff.

To meet these goals, this proposal addresses harvestfieldschurch.org's concerns for redesign and navigational architecture requirements, site interactivity, site maintenance, short-term goals and long-term goals.

In order to meet HFCC's abbreviated site launch date requirements, we are proposing that harvestfieldschurch.org domain name is relocated to a service provider that offers Microsoft Server platform capabilities. This move will enable HFCC to take advantage of existing Web programming solutions for site maintenance while simultaneously allowing HFCC to receive a customized Web development environment. The relocation will also facilitate implementation of HFCC's short and long-term goals as well as provide a stable and scalable technology solution.

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I. SITE REDESIGN/ARCHITECTURE REQUIREMENTS:

The home page sets the tone for the entire site and must therefore communicate Harvestfieldschurch.org's "brand" consistently in its design. It must be inviting, informative, be able to keep visitors and compel them to return often, yet remain faithful to HFCC's mission. The navigational structure must be intuitive and should encompass all areas served by HFCC.

To ensure that as many as possible of Harvestfieldschurch.org's user perspectives are represented, the following points will be considered to create the desired user experience:

1. Harvestfieldschurch.org defined:

- Defining who are Harvestfieldschurch.org's visitors
- What visitors intend to accomplish on the site
- Mission for the site vs. mission for the organization
- Site goals and mission statement
- Long-term goals and mission: how HFCC ultimately intends to serve visitors

2. Branding the Site

"Look and feel" of site: Defining the design/interface standard to be used throughout the site that brands Harvestfieldschurch.org

- What the overall design should communicate about HFCC
- Color palette
- Logos/graphics for branding/organizational identity

3. Site Interactivity

Developing a navigational system that best matches the users' needs and best structures the information architecture

- Defining the number, position(s), and type of navigation systems to include:
 - Ease of navigation/ease of use
 - Helpfulness
 - Efficiency
 - Scalability
- Define essential links for Home page
- What sections will compose navigation system

4. Content

Creating a memorable user experience that promotes retention and repeat visits

- How information is to be organized/defined
- What types of content should form groupings
- Repurposing content for the site: making existing print content "Internet friendly"
- Identifying content to be published on Harvestfieldschurch.org
- Short-term: What content is available for publication now
- Long-term: Wish list of content for implementation

II. MAINTENANCE REQUIREMENTS:

The site's design must support the ability of the HFCC staff to update certain sections with ease and at will.

Events Calendar

The Events Calendar page will require the installation of a calendar application on harvestfieldschurch.org's web site. The application will allow HFCC to perform updates to the calendar on an as-needed basis.

III. SERVICE PROVIDER RELOCATION

Because HFCC is requesting an abbreviated implementation schedule and launch date, we are proposing that harvestfieldschurch.org be moved to a service provider that offers Microsoft Server platform technology solutions with database support. Given HFCC's small window for site launch time, technology development must necessarily be swift yet accurate. The move to a new service provider will enable HFCC to use existing Microsoft Active Server Pages programming code that will allow quick implementation of:

- Pre-existing code that can be quickly customized to create pages

- New code development for maintenance of select site pages: HFCC will not have to purchase software to perform site maintenance.

- A technology solution that scales well to growth

IV. TECHNOLOGY REQUIREMENTS

HFCC has the following core technology requirements:

1. Flash Programming:

HFCC requires Flash-enabled graphics to be designed and programmed as header images for the home page, with possible header placement throughout the site on all drill-down pages.

2. Updateable Events Calendar

A Calendar of Events page that is maintained by HFCC staff

3. Forms processing

HFCC needs to receive email forms data from users

4. Basic sections are to consist of:

- Home Page
- Ministry Section
- MP3 downloads page
- Contact Page
- Calendar Page
- Email Forms
- Pastor's Page

V. REDESIGN PROCESS

HFCC will assign a liaison to act as point person to supply content materials and resolve all questions for quick turnaround of issues. The redesign process will follow the procedures as outlined in the steps below:

- After the confirmation of the completed list of the sections that comprise the site's navigational architecture, the design will be created and presented as a non-working mockup for HFCC approval of overall design scheme, branding, navigational architecture and color palette.
- The graphic images for the Flash programming must be prioritized as a first order of business: the selection of images must be approved and submitted prior to template page creation.
- During the site design phase, HFCC will gather all text and graphics, and will clearly note for which page each image and its accompanying text will be placed.
- Once the site design is confirmed, the home page template and a drill-down page template will be programmed into Web programming language. HFCC will view, submit alterations if needed, and then give final sign-off on the two template pages.
- When template approval is received, the code can then be rolled out to all the section pages, and the specific programming can be created (e.g., forms, calendar) that appears on those pages.
- Images will be cropped, converted to web format and placed on pages
- Text will be formatted and placed on pages
- Site-wide QA testing will be performed
- HFCC will go through the entire site for final proofing, providing final AAs
- Launch

Timeline

Item	Duration
Navigation and architecture confirmed, all sections signed off on by HFCC	2 days
Mockup design	1.5 weeks
HFCC Feedback	2 days
Design alterations	1 week
Programming and conversion of design mockup to web template pages	2 weeks
HFCC Feedback	2 days
Design alterations / Final HFCC approval of mockup conversion	1 week
Flash Programming	3 days
Section pages Programming	2.5 weeks
Calendar and Forms Programming	3 days
Image Manipulation	1 day
Text formatting and flow into pages	3 days
HFCC Q/A of pages, revisions	2 days
Final revisions	2 days
Launch	

IV. COSTS

General Consulting Costs	\$65/hr
Basic Implementation:	
<i>Item</i>	<i>Cost</i>
Design	\$65/hr
HTML	\$35/hr
Programming	\$45/hr
Creation of original artwork	\$65/hr
Flash Animation	\$65/hr

TOTAL COST : 2,500.00

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