



STATEMENT OF WORK

Website Redesign

September 1, 2015

Developed for:



1201 Leopard St
Corpus Christi, TX 78401

BACKGROUND

The City of Corpus Christi, Texas is looking to elevate their digital experience and better communicate with residents. They have engaged Springbox to redesign and build a responsive site to ensure an experience that is accessible, WCAG 2.0 compliant, safe and user friendly.

Springbox's Strategy, UX, Creative and Development teams will collaborate to develop a site that meets all best practices and serves all user groups of the city website, both internal and external. In addition, the client team at the Department of Communication will utilize their internal resources to ensure the site is built as efficiently as possible through collaboration around content migration.

Phase I outlined below will yield a more defined roadmap, estimate, and internal staffing recommendation to set up a successful build of the new website. The Phase II build is currently scoped with estimated hours per department and tasks that make up the Springbox proven process.

SCOPE OF WORK – SERVICE AND DELIVERABLES

The below defines the items that are considered in scope for this website redesign, through two Phases. The entire scope of work will be approached with the WCAG 2.0 compliancy at the forefront. WCAG 2.0 guidelines will be followed using the WC3 recommendations here: <http://www.w3.org/TR/2008/REC-WCAG20-20081211/>

PHASE I: STRATEGIC DISCOVERY

In Scope Items

- 2 day, on-site stakeholder interview sessions
 - Survey creation and distribution to all departments to align on priorities before on-site sessions
 - 30 minute session with each of the 30 departments, on-site at the City of Corpus Christi offices
 - 1 hour session with city selected residents
- Persona validation
- Competitive analysis of 1-2 sites
- Sitemap creation based on content recommendations
 - L1-L2, including L3 if necessary
 - 1 round of revision
- User path flows
- 6-8 Responsive Web Design Wireframes
 - 2 rounds of revision
- Best practices review and high-level content guidance on how to organize content and flow
- Technical audit and recommendations
 - Deep dive audit of potential CMS solutions, based on identified content needs and persona research
 - 2 stakeholder interviews with IT team
 - Initial alignment and goal setting interview
 - Validation and recommendation interview
 - Defined feature list
 - Recommendation for CMS
- Clearly defined estimate for Phase II including number of feature sets/content modules, hours per department and collaboration plan for content migration
 - Estimate and plan will be agreed upon by both parties before moving into the website build
- Project and Account Management

Out of Scope Items for Phase I

- Site content creation beyond wireframes
- Post handoff support
- Additional rounds of review
- Additional design concepts outside of pre-created templates
- Front- or back-end development of wireframes or templates within the chosen CMS

Cost Breakdown, Phase I:

- Cost: \$40,127.445
- Timing: 5-7 weeks

Category	Service	Hours	Rate	MSRP Total	Discount	Total
Website Design/Development	Content Strategy	120	154	18480	20.75%	14645.4
Website Design/Development	UX	120	154	18480	20.75%	12645.4
Web Content Management	Development	51	170	8670	20.75%	6870.975
Website Design/Development	PM	36	139	5004	20.75%	3965.67
TOTAL				50634		40127.445

PHASE II: IMPLEMENTATION

Phase I of this engagement will further define tasks, estimates and deliverables for the full site build (Phase II) and will be outlined in a separate document at the completion of the first phase. At this time, the following is our best estimate of effort across teams to build a customized website for the City of Corpus Christi, based off of best practices, WCAG 2.0 guidelines and Springbox process:

Set-Up:

- Brand onboarding
- Type-kit set up
- Staging site creation
- Production environment set up
- Chosen CMS initial set up

Strategy & Research:

- IA/Navigation review
- SEO recommendations
- Source messaging audit and recommendations

Concepting/Ideation:

- Creative brief development
- Ideation/Concept development
- Cross functional collaboration to validate concepts

Execution:

- Additional wireframe development, where necessary
- Homepage concept design
 - # of concepts and rounds of revision to be determined upon completion of Phase I
- Global styles and navigation design
- Design of additional unique content layouts
 - # of unique layouts to be determined upon completion of Phase I
- Stock image sourcing and support
- Copywriting for website messaging
 - Homepage
 - Headlines for all department pages
 - Creation of style guide for all L1 pages
 - Each department is responsible for editing existing content on landing page to fit the style guide
 - Light support where needed for consistency in voice and tone
- Content Migration
 - Springbox and the Client will align on a content migration plan to ensure that all pertinent content is migrated to the new site without increasing scope
- Development of an alpha site for user feedback
 - Priority of alpha launched pages and timeline of testing to be determined at the onset of Phase II
 - All user feedback to be collected and synthesized by the client
 - Client and Springbox will prioritize feedback and edits following agreed upon alpha testing timeline
 - Major edits may require additional scope and corresponding change order
- Form and Module Development
 - # of forms and modules to be determined upon completion of Phase I
- Style guide development for messaging and design
- CMS training documentation and two hour on-site training at City of Corpus Christi office
- Google analytics tagging implementation
 - # of events and custom tags to be determined upon completion of Phase I
- Meta data and Alt tag creation
- Quality assurance of all deliverables

Cost Breakdown, Phase II:

- Cost: \$136,870.10
- Timing: TBD

Category	Service	Hours	Rate	MSRP Total	Discount	Total
Website Design/Development	Content Strategy	52.5	154	8085	20.75%	6407.36
Website Design/Development	UX	52.5	154	8085	20.75%	6407.36
Website Design/Development	Creative (Design)	367.5	146	53655	20.75%	42521.58
Web Content Management	Dev	446	170	75820	20.75%	60087.35
Quality Assurance	QA	73.75	137	10103.75	20.75%	8007.22
Website Design/Development	PM	122	139	16958	20.75%	13439.22
TOTAL				172706.75		136870.10

MAINTENANCE AND SUPPORT

Due to the unknowns around user feedback and functionality edits coming from the alpha site, Springbox and the Client are reserving funds to support this. These funds will be billed as time and materials, and if there are any funds left over post launch, they will be used for general maintenance, edits and bug fixes.

Category	Service	Hours	Rate	MSRP Total	Discount	Total
Web Content Management	Development	60	170	10200	20.75%	8083.5
TOTAL				10200		8083.5

ASSUMPTIONS

The items listed below should include all call outs that are required for maintaining scope.

- Work that is requested outside of the above general maintenance terms may be addressed in an additional agreement and/or funds may be reallocated to cover increased costs on a specific effort resulting in reduced funds for original scope
- Assumes no complex 3rd party system integrations. If integrations are required, additional costs may be addressed in a change order
- At the end of any phase of work, if either party decides to not move forward, all completed work will be billed and the engagement can be terminated as long as accompanied by written instruction to do so
- Springbox hosting costs are not included in this document and will represent additional hard costs to be covered by the Client if it is determined that hosting is needed
- There is a hard cost of \$80/month for hosting of the staging environment which will be billed as part of this scope
- This agreement does not account for any hard costs. Items required to be billed as such will require a corresponding change order
- Travel and lodging costs are not included as part of this agreement. Any travel and lodging required will require a corresponding change order or purchase by the client
- Any additional hardware or software expenses specific to the Client will be considered a third party cost and will be billed directly to the Client
- Usability testing to be completed by the client unless service is called-out in scope
- Once a deliverable is determined final approved ("locked") it will be implemented as such throughout the remainder of work. If additional edits are required once locked, additional time, scope, budget may be required
- If Springbox provides support after launch, Springbox is only responsible for functional bugs – a responsibility which is voided once a party other than Springbox makes any changes to code
- The Client will provide branding guidelines
- The browser listing for this scope is: IE: 9, 10, 11
 - If Internet Explorer 8 support is required, add an additional 5% development cost
 - If Internet Explorer 7 support is required, add an additional 5% development cost
- Latest desktop version: Chrome, Firefox, Safari
- Latest mobile version: Android, iOS
 - Latest version of iOS on iPad and iPhone, defined as latest version currently released to the public at the time the SOW is signed
 - If any operating system version outside of our testing suite is required for support, there will be an additional 5% development cost for each one
- Springbox assumes a dedicated, responsive client name resource for timely turnaround and decision making