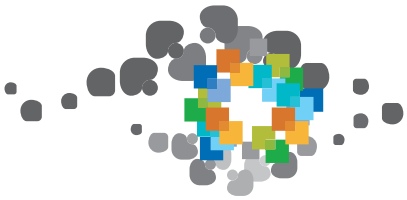

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Proposal for Ag Gateway.org
Usability Analysis

May 9, 2011

5301 Thayer Drive | Raleigh, NC 27612 | (919) 215-2611 mobile | (919) 785-9824

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client	**AgGateway.org**
project	**Website Usability Analysis**
due date	**TBD**
date initiated	**May 6th, 2011**
client contact	**Wendy Smith**
description	**Analyze website/make recommendations**

Proposal Objective

AgGateway is seeking to improve and enhance a user's experience while they are visiting the AgGateway.org website.

Because AgGateway wants to be perceived as a leader in eBusiness for agriculture, it is essential that their website reflects this goal. Currently, AgGateway's website focuses on providing members, new members and other interested parties with access to their AGIIS data base and associated white papers, conference schedules and interactions with other affiliated council members.

By refocusing the current design and architecture of the existing website, AgGateway will improve the user's experience and provide a more coherent marketing message than the current website. By focusing their market message to appeal to specific markets, they may increase revenue through new subscriptions and increased conference attendance.

We will review the audience requirements for the website, explore ways to enhance usability for all audiences and to reinforce the mission of AgGateway. We will analyze the current content of the website and help determine which areas could be combined or reduced to enhance accessibility.

We will make recommendations on using graphic design elements and imagery to enhance "way finding" through the website and to help AgGateway visually promote its mission throughout the site.

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Project Components

Component 1: Interviews and Research
Interviews and research will be a part of all the components throughout the project. This will include collecting examples of websites that have desired features, are considered successful and may appeal to the existing audience. Interviews will be used to determine which issues have highest priority and to discover where organization of the website's content can be improved and as reviews once changes are incorporated into the existing website. All research will be documented and included in final deliverables.

Component 2: Web Site Architectural Analysis
An architectural analysis is a top-down review of the existing website content. From the home page, through main menu categories, through the legal disclaimer documents, this analysis will create a flow diagram of all existing content, showing the links, organization and hierarchy. By creating this flow diagram we will be able to look for redundancies and confusing categories and make suggestions on how to consolidate sections or create new areas to enhance user experience.

After reviewing and commenting on the current website structure, we will make suggestions on how to improve navigation and content structure to enhance the user's experience. A revised flow chart diagram will be created and presented to document these suggestions.

Component 3: Marketing Analysis
As a marketing tool for AgGateway, the website should make every attempt to promote the mission statement through content, imagery and navigation. We will research the market needs of AgGateway and determine how best to address these needs with the existing website. We will also define the critical user groups and determine the best way to appeal to them. We will incorporate graphics to make registration/log in easier and more visible on the home page and ways to increase revenue via new subscriptions, subscriber retention and conference attendance. We will also do research on how to increase the "value-add" aspect of the website and assist current subscribers in discovering new and novel ways to use the tools during their business transactions.

Component 4: Enhanced Graphics & Wayfinding
By utilizing graphics, diagrams and pull quotes, we will attract attention and invite exploration of the AgGateway website. Colorizing main menu items, specific sections or content will enable a user to quickly scan a page for the desired information. Providing accessible diagrams to We will also suggest incorporating image galleries of members using AgGateway's tools in their business or transactions. A "human face" behind the technology should be a key focus of AgGateway's marketing efforts.

Deliverables

To help meet expectations, in addition to offering consultation services, we will deliver the following items at each component phase of the project:

Component 1: Interviews and Research
We will provide the AgGateway with documents outlining what the goals and strategies will be for upgrading the website based on initial interviews.

Component 2: Web Site Architectural Analysis
We will create a multi-page PDF document with the current website structure, a list of specific goals desired by changing the website structure along with a rationale for these changes, and a final, revised PDF with the proposed website changes.

Component 3: Marketing Analysis
We will provide links to comparable websites (primarily those who offer software as a service) to generate some thoughts on how to best market AgGateway via the web. We will compile a list of options, from both graphical (new banners, messaging) to tactical (more focused eblasts, suggest partnerships with allied industries for promotion on their websites) to promote the mission of AgGateway.

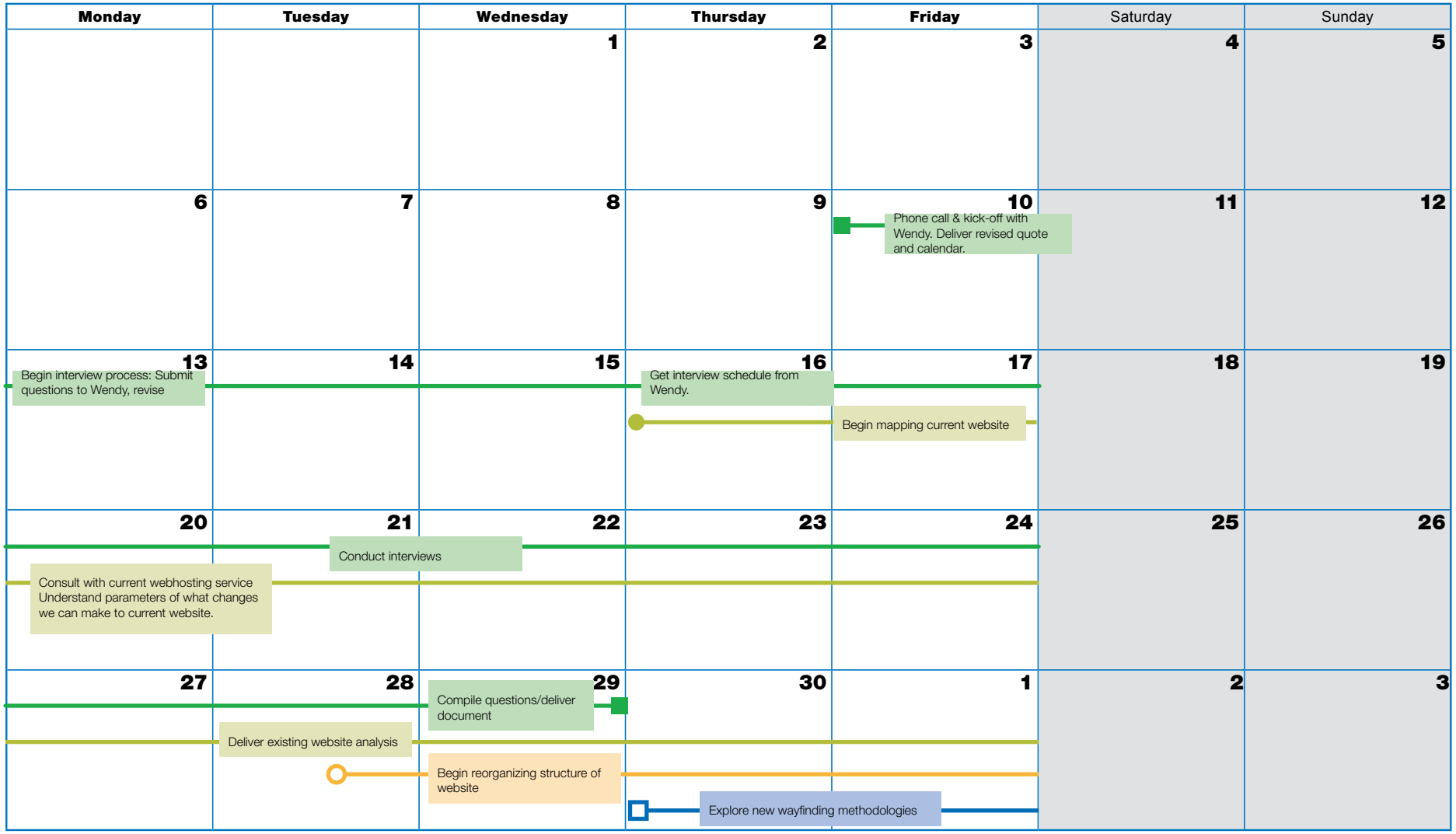
We will deliver several front page “comps” or layouts which will feature imagery and messaging supporting a more “marketing” focused approach for the AgGateway website. We will ensure that the layouts will meet the standards required by the web hosting service.

Component 4: Enhanced Graphics & Wayfinding
We will provide several digital layouts illustrating how graphics and “wayfinding” techniques can enhance the usability of the website. These can be provided for review and for changes.

All items will be delivered in ELECTRONIC format, via email or ftp site, depending upon size. We can agree on what dates and what schedules to meet with these components.

There will be no programming or coding at this phase in the project. All changes to the existing website should be negotiated with the hosting service, and no changes will be suggested without first getting buy-in from the web hosting service. Any and all changes will be designed to work within the parameters of the existing service, unless the client chooses to change providers and/or web services.

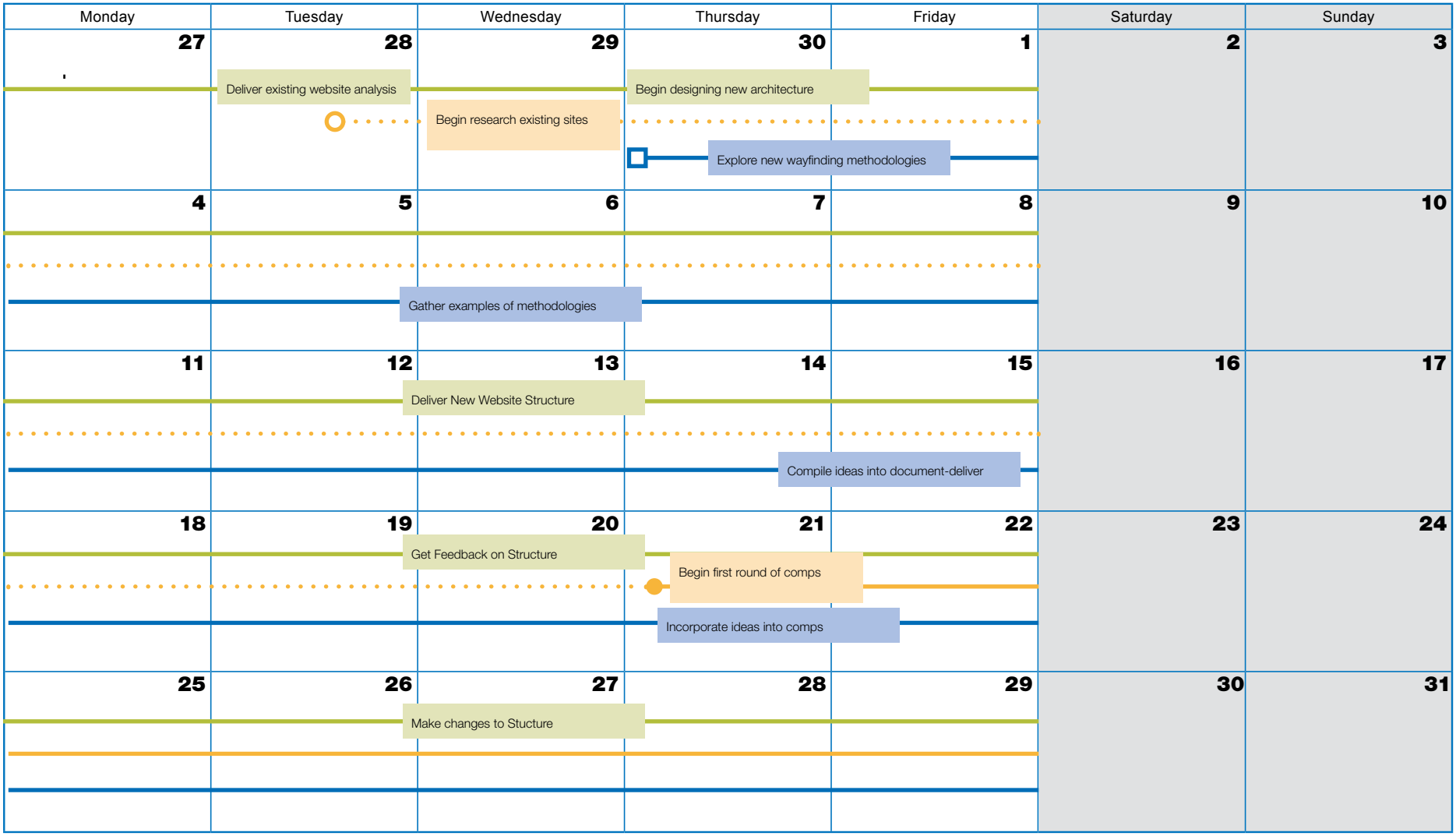
June 2011-AgGateway Timeline



Calendar is for planning purposes only. Delays in any point of the process will affect the entire schedule and final dates. The calendar will be used to mark project objectives.

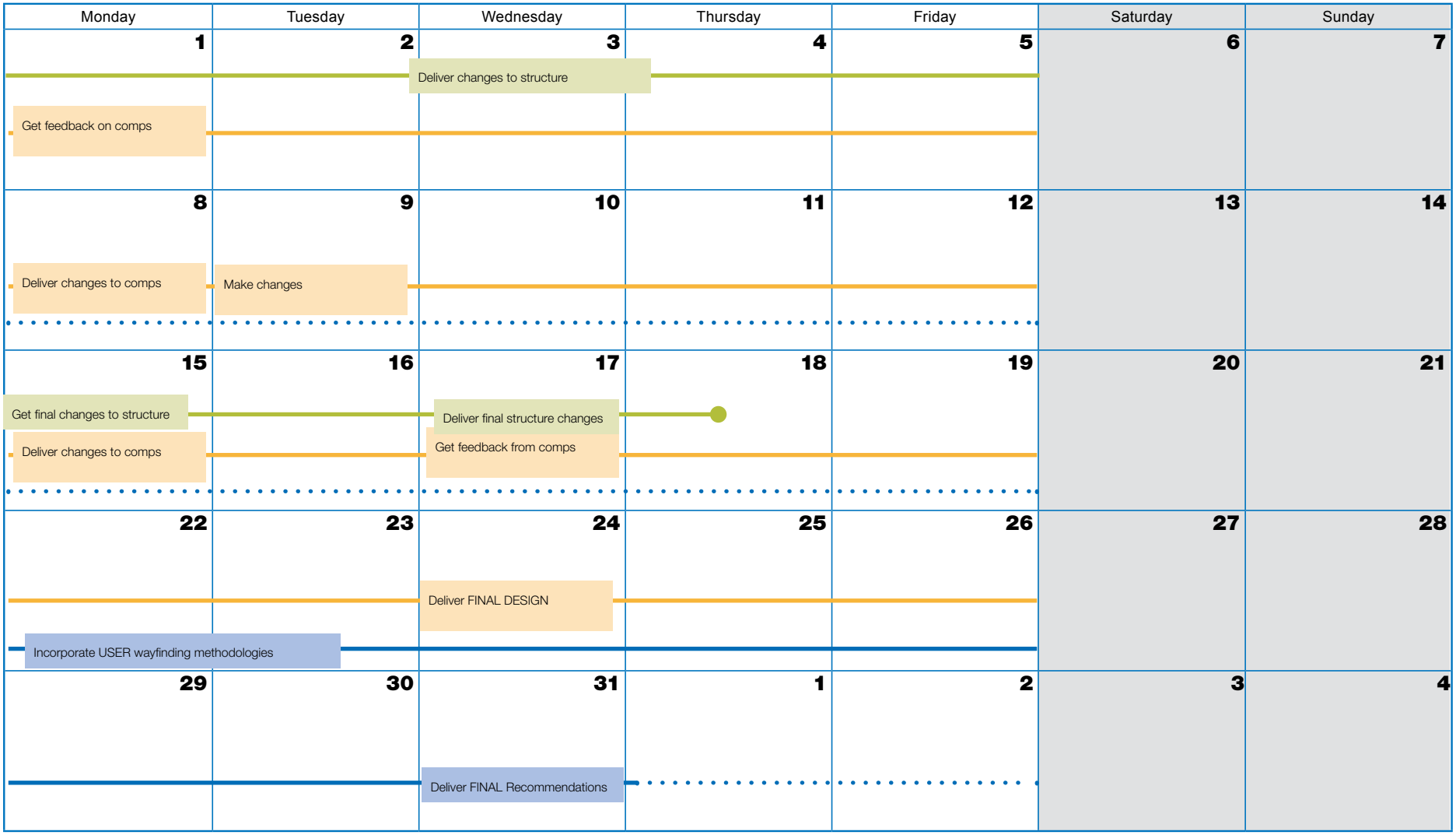
- **Component 1 - Interview**
- **Component 2 - Website Analysis**
- **Component 3 - Marketing Analysis**
- **Component 4 - Design Comprehensives & Recommendations**

July 2011-AgGateway Timeline



- **Component 1 - Interview**
- **Component 2 - Website Analysis**
- **Component 3 - Marketing Analysis**
- **Component 4 - Design Comprehensives & Recommendations**

August 2011-AgGateway Timeline



- **Component 1 - Interview**
- **Component 2 - Website Analysis**
- **Component 3 - Marketing Analysis**
- **Component 4 - Design Comprehensives & Recommendations**

September 2011-AgGateway Timeline

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
29	30	31 Deliver FINAL Recommendations	1	2	3	4
5	6	7 Final changes & review period	8	9	10	11
12	13	14 PROJECT SIGNOFF	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

- Component 1 - Interview
- Component 2 - Website Analysis
- Component 3 - Marketing Analysis
- Component 4 - Design Comprehensives & Recommendations

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Statement of Work

Component 1: Interviews and Research

4 hrs	Initial research process-identify and understand the team members and their goals (Wendy & Web hosting services/designer, primarily) Review other websites for best in class solutions Ongoing throughout project

Total Hours 4 hours

Component 2: Web Site Architectural Analysis

8-12 hrs	Map out existing website, create pdf for review Understand what can and cannot be easily altered on the website and work around this limitation
4 hrs	Analyze connections and relationships within website Ensure that any changes can be implemented by the web service
8 hrs	Draft new website architecture, create pdf

Total Hours 20 to 24

Component 3: Marketing Analysis

4 to 6 hrs	Explore ways to promote mission of AgGateway via the website design
4 hrs	Research possible home page redesigns
8 hrs	Create and present possible home page redesigns

Total hours: 16

Component 4: Enhanced Graphics & Wayfinding

6-8 hrs	Develop wayfinding schema-incorporate color, icons, imagery to create a visual map of each section or area of both the website and each page and present suggestions to team
4 hrs	Work with web hosting services to implement any changes

Total hours: 10 to 12

Total hours: estimated 50 to 56 hours at $45 per hour

$2250 to 2520

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the fine print

This quote is subject to change upon client request.
All prices are quoted at per hour rates, at $45 per hour, with time allowed for ONE CLIENT REQUESTED CHANGE, unless stated otherwise. Any changes beyond this amount will be discussed with client upon request to ensure that the change is within reasonable limits.

Excessive Changes: Additional modifications and changes beyond those specified in this quote, will be quoted at the hourly rate. This quote will not be valid after 30 days. Any work requested by client exceeding the quote will require a revised quote to be created. Any changes beyond those stated in this quote will require re-quoting and approval before changes are made.

Client Obligations: The client is expected to provide, in a timely manner, any content necessary to complete the project. Any delays in delivering this content will adversely affect the delivery time line. The client is also expected to review and return feedback on comps and finals as soon as possible.

Our Promise: We strive to deliver our projects on time and on budget. Bit Wranglers will inform the client of any potential issues which may affect the final deliverable dates and costs so contingencies can be planned. However, some situations may be beyond our control, such as personal and national emergencies and inclement weather. In spite of these situations, within reason, we will make every effort to meet your deadline and ensure that your project will get developed and delivered as stated within the quote.

Kill Fees: Once the project is started and Bit Wranglers, Inc. has met all client expectations of the project delivery, if the project is cancelled or delayed indefinitely by the client, the client will be billed for all work to date.

Limits of Liability: Any artwork used within the project, either photography or clip art, will be royalty-free and not subject to any additional licensing fees if used in the manner outlined in this quote. Any use beyond this project may be subject to additional fees, to be leveraged by the license holder. It is the client's responsibility to inform the license holder of this reuse. Bit Wranglers, upon request, will supply all information for any licensed artwork used within the project. Any content appearing on the web site is the sole responsibility of the client.

Work for Hire: Unless the client has specified that this is work for hire and the fees are adjusted to accommodate this, any original artwork (does not include stock photography or any other licensed materials not created by the artist) remains the property of the artist and may be reused in other projects by the artist at a later date. Please note that this artwork will not be re-used for a competitor or for a similar product by a competing firm, or reused in a way that identifies or defames your company or its clients. Logos and branding identity projects are exempt from this, and assumed to be work for hire.

Your Satisfaction: Bit Wranglers takes pride in exceeding our clients' expectations. Please feel free to contact us if you have any concerns or are not 100% satisfied with your project.