Discussion Item

Proposal to Redesign & Redevelop Community Website

PROPOSAL FOR SERVICES

Dated: June 15th, 2020
To: PFX Management & Board
Re: Redesign & Redevelopment of PFX Website

THE NEED:

A highly-functional, accessible, and positive web presence for the Parkfairfax Community. This website should support the needs of potential residents, current residents, and others seeking information about our historic community. The current website presents several challenges:

- → Difficult to navigate and find sought-after data, forms, and contact information
- → Outdated and ill-updated information
- → Hard to read maps, .pdfs, images, and other inaccessible assets not concisely nor logically laid out. May have too much, or too little, information, etc...
- → Difficult to understand how "member-portal" works and how it can and should be used
- → Outdated updates to the Content Management System software leaving the website and user-data vulnerable.
- → website design feels dated and not up to current website trends or design standards

MEASURING SUCCESS:

Using an iterative process, success of the new website will be measured by community praise, feedback, and traffic analytics.

WEB DESIGN & DEVELOPMENT

THE PROCESS:
Following a precise series of phases and time frames, the website will be redesigned, restructured, and redeveloped.

→ PHASE 1: RESEARCH & DEFINE NEED: (Duration: 1-month)
· Research other local community websites to compare and contrast the needs of our community vs. other regional communities
· Poll our community on their thoughts and needs for the website
  Quantify all data and develop an overall plan, and wireframe of the functionality of the new site.

→ PHASE 2: DESIGN & DECIDE:(Duration: 2-months)
PHASE 2A: FIRST ROUND: (Duration: 1-month)
· Design all visual elements of the new PFX website to include:
· Landing / Home page for public
· Landing / Home page for logged-in members
· Basic information page as a drill down on tertiary navigation pages
· Sitemap and overall site layout and structure
  Poll and recieve round 1 feedback on design and structure. (2-weeks)

PHASE 2B: SECOND ROUND: (Duration: 1-month)
· Incorporate all agreed-upon feedback from Phase 2a
· Gather, update, and design all new and updated assets, documents, forms, and information needed to flesh out the website's content
· Receive round 2 feedback on design and structure (1-week)

→ PHASE 3: EXECUTE DESIGN & DEV. (Duration: 1-month)
· Using the agreed-upon set of design elements, layout, and page and site structure, execute the design and development of the entire website incorporating all new assets, forms, and information gathered in previous phases.

→ PHASE 4: LAUNCH, TRAINING, ANALYTICS (Duration: 2-weeks)
· Launch new website
· Have a community launch celebration of some sort
· Train PFX staff and community boards on the proper use and update of the new site.

BUDGET:
The entire process, from initial research & development, to final website launch can be budgeted in one of two ways. A budget process should be discussed with Kel prior to final numbers being provided for review.
· Project based - entire project cost delivered up-front, paid in 1/3rds. (benefit: less expensive - cost doesn't change unless scope changes)
· Hourly based - entire project estimated time, which is subject to change based on timelines indicated above, paid bi-weekly upon invoice. (benefit: scope can change as project evolves - more expensive)