

**Department of Information Resources
Comprehensive Web Development and Managed Services
Request for Offer DIR-CPO-5215**

1. Introduction

The key objective of this engagement is to design and build an intuitive and engaging website that connects users across locations and time zones, helps users find key resources, provides users with the latest news & information, drives organizational and business clarity, reinforce mission, vision, and brand values.

With this objective, the customer wants AgreeYa to design home page and category site templates, create content for a few pages and train customer team on how to create pages and page content using WordPress CMS.

The customer intends the website to be built on WordPress.

The customer intends to go-live with the initial implementation by Dec 31 2023.

Below, we have provided an implementation approach and detailed scope of work for this engagement.

2. Scope of work

Based on our understanding of the requirements shared with us, AgreeYa will provide a comprehensive work package that addresses customer needs for a high-quality, easy-to-use, website for its customers.

We have identified following scope items to be worked as part of the scope of work.:

- Perform Market/industry research and discovery for competitor analysis
- Perform User research and UX A/B testing
- Create Content and navigation strategy
- Create branding guidelines
- Create Visual Design
- Template creation and optimization
- AgreeYa along with customer's team will do requirements gathering, content analysis and prepare content Information Architecture (IA) for the new website requirement, which includes:
 - Home Page and internal pages, Content Blocks
 - Menu Navigation
 - Content Navigation
 - Audience Targeting
 - Search
 - Social Feed
- Based on requirements, design 2 mock-ups (visual designs) for Home Page with different themes & layout showing content as per requirements.
- Design of 2 mock-ups for category page template
- Perform upto 2 design iterations to each of the mockup, and finalize one design for development
- Develop responsive home page as per the finalized design mock-up.

**Department of Information Resources
Comprehensive Web Development and Managed Services
Request for Offer DIR-CPO-5215**



- Develop internal page template as per the finalized design mock-up.
- AgreeYa will setup sample page for the following pages as a part of the SOW.
 - Home Page,
 - Category Pages and additional 20 pages.
- AgreeYa will be developing website mostly using out of the box WordPress component and plugins and not develop up to 2 custom components as needed.
- Provide 2 trainings of 1.5 hrs to the content authors, with max 5 users in each session.
- Customer will perform User Acceptance testing (UAT) on the developed home page, internal pages, and custom components; AgreeYa will perform fixes as applicable.
- AgreeYa will deploy or help customer Admin to deploy the solution to the production environment.
- AgreeYa will provide warranty support for 2 weeks post go live for fixing any issues in the as built solution
- Content migration with optimization for foundational SEO elements
- Implement Redirect strategy
- Provide Ongoing maintenance, repair, and optimization
 - Break fixes support
 - Regular monitoring and optimization activities to be performed to meet 99.99% SLA
- Website usage performance and data tracking
 - Using Google Analytics

The following section details our execution approach and different project tasks and activities to be performed in order to deliver the above identified scope items.

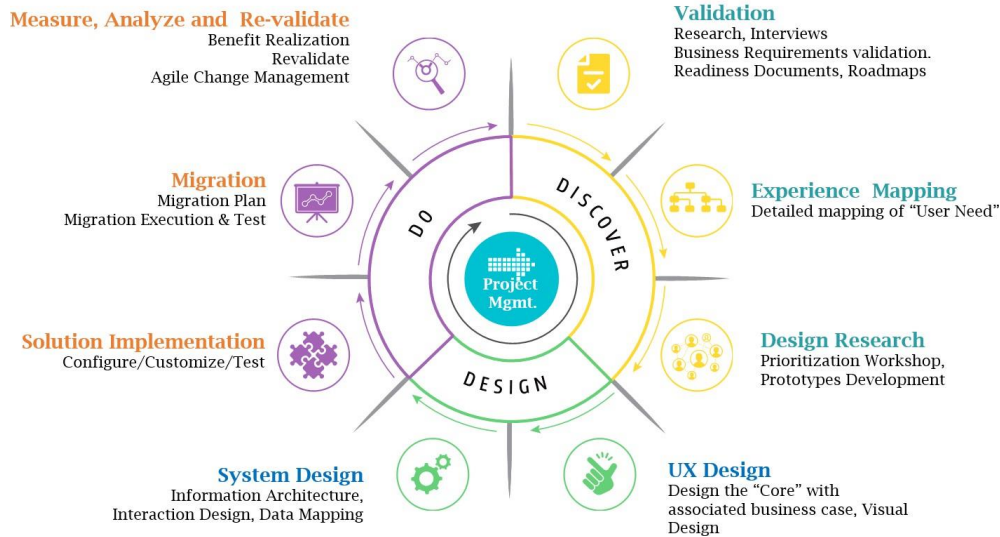
3. Implementation Approach

For implementing best-in-class website, AgreeYa Team uses its own **Unique Process Cycle** which consists of three phases – **Discover, Design and Do**. Our project Team will follow the below process cycle for executing this engagement.

Department of Information Resources
Comprehensive Web Development and Managed Services
Request for Offer DIR-CPO-5215



Discover - Design - Do



Discover Phase

Brings together a cross-functional* group of stakeholders to transform different viewpoints into a shared vision moving in one direction. Our approach considers an organization's goals and the **end user's needs**. Developing a strategic framework with a **human-centric** approach will not only enable the Customer to accomplish its objectives, but also help them anticipate the speed of change.

*Note – For this engagement one selected group is going to provide the impact.

Design Phase

Visually depict the user requirement through wireframes, visual designs, other visual assets and system requirements through information architectures, workflows, interaction design etc.

Do Phase

Iterative way of designing, deploying, testing, and implementing the new platform.

*Note – Migration is not in scope for this project & Change Management and Communication to be performed by Client

**Department of Information Resources
Comprehensive Web Development and Managed Services
Request for Offer DIR-CPO-5215**

4. Project Task and Activities

Below we have listed the various tasks along with the corresponding activities & deliverables, which will be carried out during the proposed engagement.

Task	Activity	Deliverable	Customer Responsibility
Project Initiation & Project Management	<ul style="list-style-type: none"> Conduct project Kick-off meeting Create project plan Conduct Weekly status review meeting 	<ul style="list-style-type: none"> Initial Project plan Weekly status reports 	<ul style="list-style-type: none"> Ensure participation of Stakeholders Provide and schedule locations for discussion sessions Provide feedback and approve deliverables
Discover Phase - Requirement Gathering & Content Analysis	<ul style="list-style-type: none"> Conduct interviews & discussions to gather requirement (1 user group) Document requirements and user requests Create requirements specification document 	<ul style="list-style-type: none"> Requirements specification document 	<ul style="list-style-type: none"> Facilitate the participation of relevant staff in the concerned discussions Provide information on existing content Approve Requirements Specification
Design Phase - UI & System Design	<ul style="list-style-type: none"> Design the home page and department page layouts Review and revise the designs (2 iterations) Prepare Information Architecture 	<ul style="list-style-type: none"> 2 Visual Design for Home Page 2 Visual Designs for Department page Information Architecture document 	<ul style="list-style-type: none"> Review and approve final visual design for Home and Department Page Review and approve Information Architecture
Do Phase- Development and Testing	Develop the Home page and Site Perform testing and fix identified defects	<ul style="list-style-type: none"> Demo of the working product Site and Page templates ready for deployment 	<ul style="list-style-type: none"> Respond to AgreeYa's request for clarifications and/or information in a timely manner
Training	Provide 2 trainings to the content authors on how to	<ul style="list-style-type: none"> 2 trainings of 1-1 ½ hours each 	<ul style="list-style-type: none"> Identify the user groups to be trained

**Department of Information Resources
Comprehensive Web Development and Managed Services
Request for Offer DIR-CPO-5215**



	build pages (max 5 users per session)	<ul style="list-style-type: none"> Recordings of the training will be made available 	<ul style="list-style-type: none"> Schedule Trainings with the selected users
User Acceptance Testing (UAT)	<ul style="list-style-type: none"> Configure environment for UAT Deploy Website in UATenvironment Assist Customer inconducting UAT Fix defects if any 	<ul style="list-style-type: none"> UAT Issue Log 	<ul style="list-style-type: none"> Provide required access to SharePoint environment Confirm availability of user group for conducting the UAT Prepare UAT Perform UAT based on the test cases Provide UAT sign-off
Deployment & Go-Live	<ul style="list-style-type: none"> Setup and configure SharePoint Online production environment Deploy the Website on Customer cloud hosting 	<ul style="list-style-type: none"> Final solution Deployment document 	<ul style="list-style-type: none"> Provide required access to SharePoint Online.

5. Assumptions

- 1 A single point of contact (SPOC) will be identified from customer and AgreeYa for all projectcommunication and issue resolutions.
- 2 We assume, the scope of this engagement is limited to page content creation for 2-3 initial pages,where customer will take care of creating page content for remaining pages.
- 3 Customer will review and approve deliverables in 2 business days
- 4 Customer will provide required access and licenses to SharePoint online environment
- 5 Customer will provide the required branding elements like Logo, color codes, Site name, CSS etc.
- 6 Customer will provide the list of content that Customer desires to be shown on home page andinternal pages
- 7 Customer will implement the developed page template to the additional sites as per the initial rollout plan.
- 8 Change Management and communication will be handled by Customer
- 9 The project assumes that key staff and stakeholders will be available and be able to make timely reviews and approvals of decisions so that the project stays on track and

**Department of Information Resources
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Request for Offer DIR-CPO-5215**

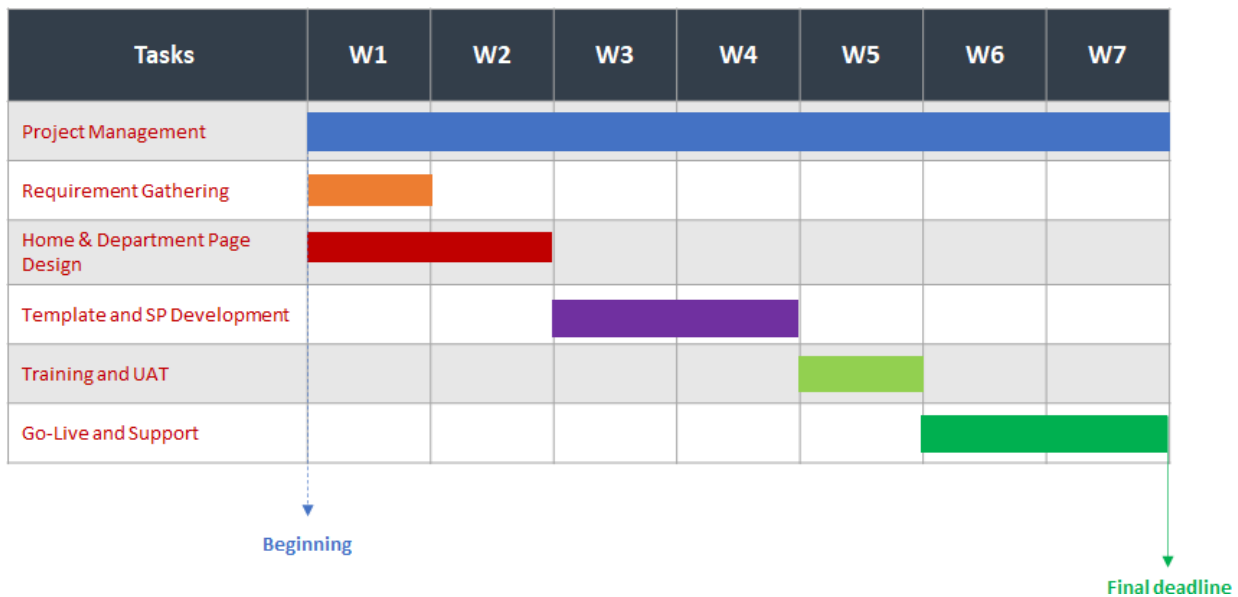


within budget. Delays (more than 2 business days) that occur during the project caused by the Customer’s process (i.e. delay in approval or decisions, unavailability of concerned persons etc.) will incur additional charges.

- 10 Review of hosting server configuration is not in scope.

6. Project Schedule

We estimate 7 weeks’ timeline for project execution.



7. Cost

Based on the scope of work defined earlier in this SOW, the estimated cost of the project is \$XXX

8. Payment Terms

For smooth execution of project and mobilization of resources we propose the following payment milestones as per the following indicated tasks:

TASKS	Payment (%)
Project Plan Submission	35%
Start of UAT	40%

**Department of Information Resources
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UAT Acceptance	25%
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Please note: AgreeYa will invoice upon completion of each Task listed in the table above. Customer will release the payments for each invoice within **30 (Thirty) days** from the date of receipt of invoice.