Website Design & Development Project Proposal

Prepared for

On

By

Digital Services of NJOIT

About Us

The mission of the **Digital Services** team is to work together with our partners in state government to deliver modern and intuitive technology solutions that improve the lives of the citizens of New Jersey.

Digital Services of NJOIT is a team of seasoned professionals who understand the unique challenges and requirements of making information transparent and accessible on state agencies' websites. Our team includes UX-certified graphic designers, experienced web publishers, and dedicated multimedia specialists. **Digital Services** has partnered with many state agencies in New Jersey, helping them design and manage their digital content according to their specific users' needs.

Choose **Digital Services** of NJOIT as your digital partner and you'll be a part of a community of satisfied colleagues in state government utilizing our secure content management system tool.

Our main objective is to make sure your audience is successful in accessing your website from any device, with a focus on good usability and accessibility, making it easy for visitors to find the information they need quickly. Invest in your growth as a state agency by getting the tools and support you need from **Digital Services** of NJOIT.

What We Deliver

Content Management System

Your website will be built using the OpenText content management system (CMS). This system allows you to update your website without knowing how to code. You can access the CMS 24x7 on the Garden State Network (GSN) or through VPN/Remote Access to GSN. We offer CMS training and a training document for your reference.

Accessible and Responsive Website Design

All websites are built to be accessible to people with disabilities and responsive to any device. Responsive web design (RWD) is a web design approach aimed at delivering flexible web page layouts to provide optimal viewing across a wide range of devices.

On-Going Secure Hosting, Support, and Maintenance

Once your website is live, we don't disappear. We are available to assist you with any additional future needs you may have. You can always reach out to us with any questions. Your website will undergo security monitoring and backups regularly.

Failover

Your website will be set up to have the ability to switch automatically and seamlessly to a reliable backup system. This is useful when any maintenance needs to occur. Your website will always be available.

Quality Assurance

The self-service web tool **Siteimprove** will regularly crawl your website to detect issues that affect content quality such as broken links, misspellings, accessibility issues measured by the W3C Web Content and Accessibility Guidelines (WCAG) and more.

Analytic

Utilizing **Siteimprove**, you will have access to powerful data that helps you understand how users engage with your website. UX decisions can be made based on these findings, helping you determine the information your audience accesses the most.

Organizing Your Information Guidance

We supply guidance on how to best inventory your content, how to establish a hierarchical outline, and how to write for the web. When these best practices are followed it leads to a design with a greater user experience.

Guidelines We Follow

New Jersey Digital Standards and Guidelines

To assist in creating a consistent and branded State of New Jersey web presence, we developed the document NJ Web Presence Guidelines.

The NJ Web Presence Guidelines establish standardized components to provide a familiar, standard design and presentation approach for state agencies. This gives citizens an official and predictable interface with the NJ state government online. Overall, this streamlined approach will help aid in a better user experience and build trust.

Accessibility Guidelines

Our team follows Web Content Accessibility Guidelines (WCAG) 2.1 AA for accessibility standards for all State of New Jersey websites. These guidelines explain how to make web content more accessible to people with disabilities.

WCAG 2.1 at a Glance

Perceivable

- Provide text alternatives for non-text content.
- Provide captions and other alternatives for multimedia.
- Create content that can be presented in different ways, including by assistive technologies, without losing meaning.
- Make it easier for users to see and hear content.

Operable

- Make all functionality available from a keyboard.
- Give users enough time to read and use the content.
- Do not use content that causes seizures or physical reactions.
- Help users navigate and find content.
- Make it easier to use inputs other than a keyboard.

Understandable

- Make text readable and understandable.
- Make content appear and operate in predictable ways.
- Help users avoid and correct mistakes.

Robust

- Maximize compatibility with current and future user tools.

Website Features We Offer

Free Domain

As part of the nj.gov community, you will automatically get your own free nj.gov domain name adding credibility and findability for your agency. Example: nj.gov/yoursitenamehere. A vanity web address/URL is available if desired for marketing. Example: SiteName.nj.gov.

Search Engine Optimization (SEO) and Metadata

SEO is the process of increasing the visibility or prominence of webpages in search results when users type in search terms in search engines such as Google and Bing. We use <meta> tags in our websites, which are snippets of code that include metadata, to tell search engines important information about your webpage, such as how the webpages should be display in search results. *(Note: The metadata will not be displayed on the webpages.)*

Gathering Metadata

We will work with you to gather the metadata for your website. Metadata includes a title, a description, and a list of keywords for each webpage. We will also need descriptive text for any assets (documents, images, videos) on the webpages. To assist you in providing this information to us, we developed a form for gathering metadata that we can share with you.

Data.nj.gov

You will have the option to store information assets (reports & documents) on Data.NJ.Gov as datasets. The datasets will be sortable and searchable. Please note that uploaded PDF document titles will be searchable but not the content within. You can also create configurable visualization with the data. Examples include bar charts, column charts, pie charts, timeline charts, and more. You can also export the data or share it on social media. You will be trained on how to upload the data to Data.NJ.Gov. It is important that no personal identifiable information (PII) is uploaded.

Contact Us Forms

The State of New Jersey uses a platform called SimpliGov for its contact forms. SimpliGov forms are secure, digital online forms that enable agencies to collect and process information electronically, replacing traditional paper-based processes. An important feature of these forms is that they allow users to easily and securely upload and send files. Recipients also benefit from the platform, as it allows them to conveniently review, organize, and sort submitted forms and documents with ease.

Translate Widget

An NJOIT-managed AWS translate widget can be found in the global header of all State of NJ websites. This service enables users to translate the website into one of the most widely spoken languages in the State of New Jersey in a matter of seconds.

Open Graph Meta Tags

Open Graph meta tags are snippets of code that define the content to be displayed when anyone shares a link to your webpage. The content to be defined with Open Graph includes **Image**, **Title**, Description, **URL** and **Type**. The **Image** you choose is recommended to be an eye catching, crisp graphic that is 1200 pixels x 627 pixels and is less than 5MB in size. The **Title** is recommended to be bold and compelling and be around 60 characters. The **Description** needs to tell users what the page is about. **Type** represents what it is linking to, a website, a book, a game, a video, etc. Using Open Graph tags will increase traffic to your website when your web content is shared on social media.

Maps/Data Mapping

We partner with NJOIT's GIS team to offer custom maps. You can use GIS to create maps that communicate, perform analysis, share information, and solve complex problems. Learn more about mapping at njgin.nj.gov.

Multimedia Components

Our dedicated multimedia team can create custom photos, videos, and audio for your website. Stock photography and videography are also available through our account with Getty images for a low per image fee.

Content Migration

We understand content migration can be a daunting process. We offer a customized approach; allowing you to get hands-on training moving content while getting the support you need during the process, or we can move all your content over for you.

Process

STEP 1

Discovery

The initial requirement meeting with a graphic designer and web publisher gathers necessary website functionalities and goals, including preferences for URL, logo, images, colors, and app links. Whether redesigning or creating a new site, you'll receive guidance on content preparation for an enhanced user experience.

Guidance and Best Practices Advice Includes:

- How to work with stakeholders to inventory and audit your content
- How to establish a hierarchical outline. (Also called a website architecture)
- Best practices on writing for the web.

STEP 1.5

Content

If needed, our team can work with you and guide you more closely with your content inventory, the creation of your website architecture and the preparation of the written text and assets for your website.

STEP 2

Strategy

At this stage, you will provide us with your website architecture (the hierarchical structure of your website's internal linking pages) and all draft content. We will review and give you any feedback we have. You will also provide us with a list of what content is most important to your audience. Analytics, if available, can be used to determine this information. This information can help to decide what content to highlight on the homepage of your website to help users find it faster.

STEP 3

Wireframing

The graphic designer and web publisher will work together to create wireframes for the homepage and all unique secondary page layouts. The wireframes depict the arrangement of the website's content, including interface elements and navigational systems, and how they work together. The wireframe lacks typographic style, color, or graphics since the focus lies in functionality, behavior, and priority of content. Then you will work with the designer reviewing the layouts and making updates and edits until all are approved.

STEP 4

Design

Based on the approved wireframes, designed mockups will be created for the homepage of the website and for the different secondary page templates that are needed by the graphic designer. These mockups will show how the site will look on a large screen and a small screen, with colors, fonts, icons, and images in place. These will be shared with you as pdf documents and from there we will go back and forth until all the site goals have been met and you are happy with the final result. Once design approval has been given, and you have provided us with all final content, including any logos and images, the web publisher will begin to build the templates.

STEP 5

Development and Training

The web publisher will create the branch and site structure for the website and build all the templates in our CMS based on the approved designs. Once the templates are built, content can be added.

Depending on your preference, the content can be added by you or the web publisher. We will provide you with CMS training and once you are done you will be able to manage your website's content from any web browser on the garden state network 24/7. We will also provide you with a CMS training document for your reference.

STEP 6

Signoff and Launch

Once the site is built and the content is in place, we will do final testing for accessibility and work with you to review and make any additional edits to the website while it is still on our test server. After final approval has been given, our web publisher will work with you on selecting a time and date to move your new website live to the production server.

Content Management Tool

Key Benefits

Ease of use for non-technical users to manage content without having to learn or use code. You can create new content, or edit existing content, and then publish it in an easy-to-use interface.

Template-driven content creation to control the appearance of the website.

Version Management preserves a file's revision history. Rollback to previous versions on-demand.

Customizable Workflow to ensure all work goes through the desired review processes that the organization requires.

User Management to protect the website from being edited by unauthorized users.

Open Deploy to easily send content from the Content Management System (CMS) to the server(s).

Available 23x7 on the Garden State Network (GSN) or through VPN/Remote Access to GSN by using a web browser.

Updates and Navigation

All updates to the content management software and any changes to the navigation of your website will be handled by **Digital Services**.

Fees

There is a one-time fee of $350 per user per **OpenText/TeamSite** (CMS Tool) license plus a maintenance fee of $81.00 for the first year and then just the maintenance fee every year afterward. Server space will be calculated and charged yearly.

Estimated Hours/Fees

This estimate provides you with the approximate number of hours. We will agree to the actual completion date before beginning this project.

Graphic Design Hours

Discovery	
Content	
Strategy	
Wireframes	
Design	
TOTAL Hours	0.00

Web Publishing Hours

Discovery	
Development	
Content Entry	
Testing	
Training	
TOTAL Hours	0.00

Multimedia Specialist Hours

Photo/Videos/Audio Production	**Hours**

Other Hours

Accessibility Conversions	
Project Management	
Support	
TOTAL Hours	0.00
GRAND TOTAL Hours	0.00

Fees

Getty Image/Video Download(s)*	download(s) x rate of $17.48 =	$ 0.00
CMS License*	x $350 + $81.00 =	$ 0.00
Server Space*		
** These items are billed via Intergovernmental payment voucher (IGPV)*		
	Fees TOTAL	$ 0.00

Contact Information

Digital Services

Director	Name: Julie Veffer	Phone: 609-815-2140
	Email: julie.veffer@tech.nj.gov	
Graphic Designer	Name:	Phone:
	Email:	
Web Publisher	Name:	Phone:
	Email:	
Multimedia Specialist	Name:	Phone:
	Email:	

Client

Website Contact	Name:	Phone:
	Email:	
Fiscal Contact	Name:	Phone:
	Email:	

Project Timeline

Start Date: _____

Desired Launch Date: _____

Typical Project Timeline

Step 1	**Discovery**	1 Day
Step 1.5	**Content**	1-2 Months (depends on the amount of content)
Step 2	**Strategy**	2-3 Days
Step 3	**Wireframing**	2-3 Days
Step 4	**Design**	1-2 Weeks
Step 5	**Development**	2-3 Weeks (depends on the number of templates)
	CMS Training	3-6 Hours
Step 6	**Signoff and Launch**	1 Day

Accept and Sign

I agree with this proposal.

Client Signature: _____ Date: _____

I certify that the funds are available for this project.

Fiscal Signature: _____ Date: _____