# 1. Detailed proposed services description

In this section, we will explain in detail how 'ABC' can give an answersolutions to few ofall the major functional requirements outlined in CSRs request for proposal, including design, template creation, CMS deployment, social media integration and importing of existing content.

## 1.1. Interface Design & User Experience

Our team is committed to user-centered design, allowing our clients and stakeholders to interact with a prototype (or mock-up) before the start of the actual development process. This allows allows us to give form to the functional requirements,requirements; affordances and features from a user's point of viewfeatures from a user's point of view thereby establish a unified theme in accordance with the City Style, logo and brand guidelines. We experience that our existing clients really value this design methodology, giving them confidence about the project lifecycle from the start, thereby prevent and preventing any unexpected outcomes after their investment.

During the design process, we pay particular special attention to web accessibility to. einsure interoperability and to promote universal access, by strictly following 'The Americans with Disability Act' (ADA) guidelines, and usability standards,. The design process makes making our web designs easy to read and comprehend text by all visitors (humans, including people with disabilities and search engines) toand in all devices (PC's, laptops, voice browser, tablet PC's, and mobile phones). We make this possible by separating content, presentation and interaction elements, creating valid and responsive HTML5 code according to the W3C's Web Content Accessibility Gguidelines (WCAG).

Using testing tools, we track any cross browser issues and fix them before the presentation cm of our final prototype. This means that our website design will be compatible with the most popular browsers in use: Firefox, Internet Explorer, Safari, Opera, and Chrome. In fact, we will present cross-browser and resolution dependent screenshots of our design together with our final prototype.

## 1.2. Content Management & Publishing

Drupal, our content management system (CMS) of choice, is designed from the ground up to manage content and community-enabled modules for interactive distribution and delivery over the Internet. It handlmanages any type of content running on the web – including web pages, multimedia clips, engineering drawings, maps and other digital formats.
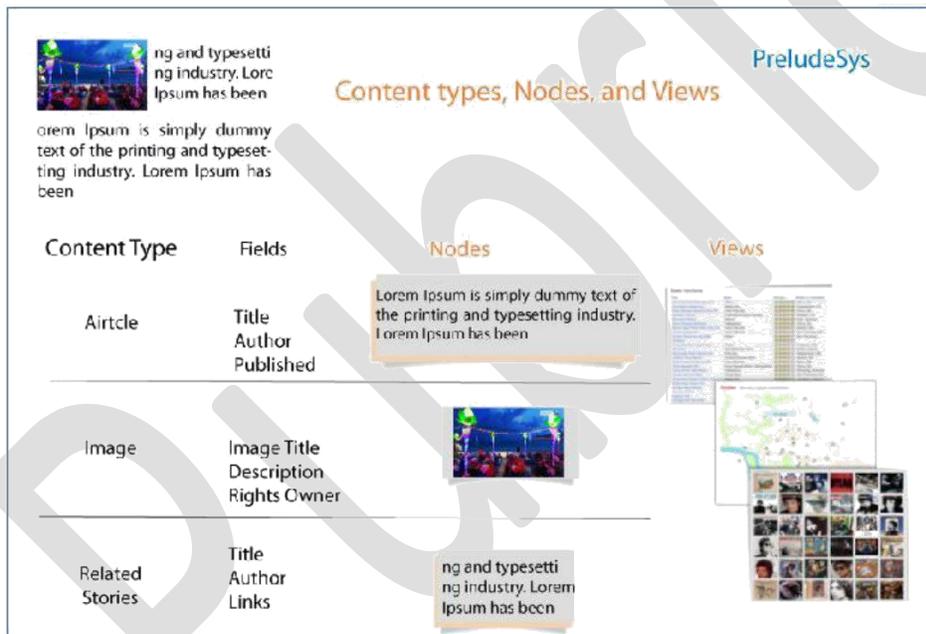
Drupal defines content as sets of nodes, references, and or content types - self-contained chunks of digital information tagged with relevant fields.

- Each node includes a "title, "a body", "subject keyword" and links to that body's type, authors, and publication metadata.
- Nodes are organized into collections that can be sorted, stored, updated and published as site navigation menus available to all or specific user groups.
- Since content nodes are cached and XML- based, it is possible to launch fast and advanced search queries through the entire content tree, thereby facilitates making it possible for visitors to find the relevant content easilyeasilyeasily find the content that they are looking for.
- To render content, Drupal includes a series of themes. A theme defines the presentation of a node or a collection of nodes displayed owithin a device. This means that Drupal can render optimized content to browsers, smart, smart phones, tablets, and other digital devices gaining popularity for connecting to the web and thus playing a big role in the web presence of an organization.



## 1.3. Shared Repository with Role-Based Security

Drupal stores content within a shared repository. With an elegant user management framework, Drupal supports different sets of users (Ccontent creators, editors, and other end users) based on the levels of authentication (or anonymous) or roles, it maintains access control on individual

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or on group of nodes. Users based on their role can check content items into and out of the repository. Drupal detects the interactions and can be configured to ensure that one individual, modifying content stored within the repository, cannot overwrite another person's contributions. Drupal allows Eend users can to publish content on a web site, without requiring any assistance from web masters or other IT staff members.



## 1.4. Social Media Tools

Drupal extends the "community" concept by offering capabilities for engagement both inside and outside of the CMS. Drupal supports a wide range of modules that support the full panoply of social media tools – including Facebook, Twitter, YouTube, Pinterest, Google+, Flickr, Myspace, LinkedIn, Delicious, iTunes, RSS. blogs, wikis, threaded discussions, multimedia sharing, social tagging, voting, rating and much more. It can manage not only content but also people and resources to build directories of people and skills. All content managed by Drupal can be syndicated via RSS feeds. Given the social publishing capabilities of Drupal, we can integrate the most popular social networking tools, customized according to CSR's functional and design requirements. Social media tools For instance, a Drupal site can be integrated with Facebook (FB) by encompassing all modules, sub-modules and set of themes. The module enables both developers and non-developers to develop their Facebook applications or pick and choose from the integrated apps including Facebook Connect, FB module, Social Plugins. Drupal also interacts with Twitter accounts and provides notifications for each new posts. Further, users have the ability to connect to their own Twitter account and tweet about the site through a custom format.

## 2. Knowledge and Approach

| 1. | Branding/Common Theme/Consistent Design |
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ABC understands the importance of Branding, design, and content in City website. To implement Branding and ensure consistent UI layout, the following steps will be adhered by ABC ~~will come follow below steps to implement Branding and consistent UI layout~~ out.

- Based on the business needs, ~~Understand the business needs and d~~ABC determines the design and layout by working closely with the CSR team and focus groups in such a way it grabs the attention of the key target audience while at the same time adher~~ing~~ to ADA compliance.
- ABC follow **the Home page pattern of 'above the fold'**.
- ABC will ensure that user landing page has a professional look with relevant content, Menu's for navigation and content.
- ABC will use as many sample screens as possible to show case them as best possible mock ups/prototypes before settling down on the final website theme and website layout.

| 2 | User Testing: |
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Based on the City website and ~~S~~stake holders approval on Layout, Branding and design, the following steps will be adhered by ABC ~~will follow below steps~~ before settling on a final design decision.

- ABC will do a comprehensive analysis of~~about~~ the composition of the target users to be engaged and to provide feedback.
- Will engage with City staff to finalize the key design decision.
- ABC will build Mockup for key City website pages that~~which~~ will demonstrate Branding, layout, design and navigation of final to be City website that~~which~~ can be used by user focus~~focus user~~ group to evaluate City websites user experience and design.
- ABC will adopt most valid methodology (e.g. Expert review, automated usability evaluation) at explorative stage, midway (assessment) and evaluation to determine the satisfaction, effectiveness and overall usability.
- ABC will analyze and incorporate user group feedback into the final City website design

| 3 | *Style Guide and Templates* |
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Based on the outcome of User Testing (Point 2), the following steps will be adhered by ABC ~~will follow below steps~~ to define and implement style guide and design templates.

- ABC will finalize city websites ~~B~~branding, ~~D~~design, layout, and navigations.
- ABC will use the defined template to create a home page and follow the same to all the content pages.
- ABC will define and implement strict guide lines for the content which must be readable without CSS or JavaScript enabled. Therefore, ABC will strictly follow the guidelines with regards to American Disability Act (ADA) (Section 508c) and ensures that all published content conform to the World Wide Web Consortium (W3C) Web coding standards and the best practices to implement those recommendations.
- ABC will define and implement strict guide lines with regards to page background colors, font, typographic size, graphics and images and define web asset formats for faster page loading.

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| | • ABC will implement strict coding standard thatwhich will directly contribute towards quality product delivery. |
| 4 | *Search* |
| | ABC will implement Drupal's Search Module that will help users to perform the following below searches across the City website. <br><br>• Search for specific content or specific word on websites content marked for public rendering. <br>• ABC will implement 'quick search' which will be embedded in to page layout using which the website users can do a quick search on particularspecific words across the website content . <br>• ABC will implement an Aadvanced search thatwhich will help users to perform AND, OR and Exclusionary searches. <br>• ABC will create index on the text content for optimized search result and also configure the system to re-index text content on regular interval |
| 5 | **Search Engine Optimization (SEO)** |
| | ABC will implement Drupal SEO Tools module that which will provide the following below functionality to manage and implement On-Page Search engine optimization(SEO) <br><br>• SEO Tools module will integrate a sophisticated all-in-one- suite of search engine reporting, analysis, and optimization tools into city website. <br>• SEO Tools can integrate with Google Analytics API and Google Webmaster tools. <br>• SEO Tools Module can be used to Eenhance pPage titles, add mMeta tags, keywords, descriptions, path & path auto, redirects, and XML Sitemaps. <br>• ABC can provide Off-Page SEO as a part of Annual Mmaintenance |
| 6 | *Content Management System (CMS):* |
| | ABC will be using Drupal Content Management System for executing this project. Using the built- in modules of Drupal CMS and plug-ins, ABC intends to address all the city website requirements, that is easily accessible and at the same time user- friendly to all content contributors with varying degree of technical expertise and provide highly scalable and performance system for the city website. <br><br>• Drupal has an integratedbuilt WYSIWYG model that supports any client-side content editor including HTML editors, pseudo-editors or even Flash-based applications. Using this editorThe Wysiwyg module will allow the users;- user areusers are enabled to create and edit rich content using text, image, graphics, videos and links as part of the page content. <br>• Drupal has an built-ininbuilt versioning system to maintain content. This will help content creators to review the history of the content, - wwhich will helpenables content creators to create, and maintain version history <br>• Drupal allows the content creator to set live and expiry date for the content. This will help users to bring up and bring down the content any time they wish. <br>• ABC will implement HTML 5 CSS3 compliaaint web page with responsive layout. This will enable the City website with view ability and accessibility across all the supported browsers and mobile devices with various form factors <br>• ABC will strictly follow and implement the *Style Guide and Templates* set for ADA (section 508 c). <br>• Drupal Provides content creator to create and manage web page, document and menu items used oin the city web page without technical knowledge. |

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- ABC will implement Drupal's Social Media Module that ~~which~~ will ~~Provide~~provide widgets to display feeds from social media sites (Twitter, Instagram, Facebook, etc.)
- Drupal User management module will provide an interface to create and manage users, user groups, roles and permissions.
- Drupal Provides integration with LADP for authentication, user provisioning and authorizations.
- Drupal being a dynamic platform, this will allow as the need expands by adding features and has an ability to installing in multiple languages, allowing both administrator and users to view a site in their languages.
- Being an open framework, Drupal has API's for most of the merchant solutions in the market. In the case of non-availability of API's, ABC will integrate with custom code option.
- As a part of Authentication and authorization, Drupal provides the ability to provide temporary access to consultant and vendors. Using the User group and Role configuration temporary user access can be restricted to the ~~particular~~specific area. Permissions can be terminated as and when needed by the City, website Administrator

| 7 | *Navigation Integration* |
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ABC will implement city websites navigation system for easy navigation

- ABC will implement Hierarchical menu that~~which~~ will be used to navigate between key city website pages.
- Bread Crumbs will be enabled on content page for easy navigation and to easily identify the current page path.
- Sitemap will be implemented to find and navigate between pages to facilitate ~~. This also helps in~~ Search engine optimization.
- User-friendly language will be incorporated while considering menu navigation language and labeling. ABC will also perform A/B testing to identify the wording that will perform better for the primary navigation.
- Quick Search (Search navigation) will be integrated on all the content pages, located in the header or near the top of a sidebar. This ~~will~~ enables users to search any specific word and navigate to the pages that have those words.
- Footer Navigation will be used as secondary navigation, and ABC will identify the most relevant links that don't fit within the main navigation.

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| 8 | **Responsive Framework** |
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ABC will follow below steps to create responsive city website.

- ABC will use strict HTML5, CSS 3 standards, Jq~~Q~~uery to implement full responsive UI, which will ~~help~~ render website with good view ability in all supported browser and Mobile devices.
- ABC will strictly follow design guide for ~~to~~ using~~e~~ colors, fonts and image formats for quick page loads.
- ABC will use different icon sizes and fonts sizes for larger (desktops/laptops) and smaller (tablets and smart phones) screens for a better view and page loading speed.

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| 9 | **Libraries** |
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| | ABC will implement libraries by following the ~~below~~ steps as shown below. |

- File repositories for handling contents that~~which~~ include~~s~~ text, Images, G~~g~~raphics, Audio and Video files will be created as a part of Core Drupal Implementation.
- File repositories are secured and have access only to respective content creators who have permission to access it.
- The c~~C~~ontent creator can use repository file~~file repository~~ link to embed document, image and videos to the content page using WYSIWYG editor.
- All the City Website Images, Graphics, Audio, and Video will be served from this library.

| 10 | **Business Transaction:** |
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- ABC will use Drupal's Payment Module and accomplish this functionality.
- This Module will help to integrate City website with online transactions payment gateway that includes secure Credit card payments.
- This module will be implemented in such a way that it can be scaled up for future enhancement and new application integration

| 11 | **Subscription Services** |
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| | ABC will implement subscription Module that~~wich~~ will allow city website users to perform the following: ~~do items below~~~~below items.~~ |

- City website users can subscribe to a variety of City documents and get notified by email.
- City website users can subscribe to city calendar event and get notified of changes by email ~~on~~ such as addition or modification of any events to the calendar.
- Allow subscribers to unsubscribe as and when needed.
- Users can also set an auto-subscribe function that notifies the user if anyone comments on posts they have made.

| 12 | *Streaming Video* |
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| | ABC will follow below steps to implement video streaming in city website. |

- Implement Drupal's live Video stream module to handle videos from libraries and ~~Implement Drupal's live video Stream module to~~ stream live video feeds.
- Content creators can use this module to upload video and embed into webpage's using WYSIWYG editor.
- Video Module also helps the user to view uploaded video from city website using supported browsers or devices.

| 13 | *Forms Creation/Printing* |
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| | ABC will follow below steps to implement Form creation and Printing data. |

- Implement Drupal's Form Builder module.
- Form Builder module will provide city staff members to create and manage and publish forms and surveys to the city website.
- Form Builder module provides tools to view, print and export form data in PDF format.