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TRIPWIRE
CREATIVE



Yale School of Art

Website Project Proposal

Prepared for:

Yale School of Art

Prepared By:

Tripwire Creative

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Version Number:

2.0.1

Date:

December 11, 2019

Statement of Confidentiality

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REVISION HISTORY

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Version	Section	Description	Editor	Date
1.0		Original Document	LZ, AVH, SR	2019-09-09
1.0.1	Document	Text Correction	SR	2019-09-15
1.1.0	Document	Document Revision	LZ, AVH	2019-09-19
2.0.0	Document	Text Corrections, Added to Scope of Work, Deliverables, Additional Fees	AVH	2019-11-06
2.0.1	Document	Text Corrections	AVH	2019-12-11





A BIT ABOUT US

"Triggering success across the web."

It was upon this mantra that Tripwire Creative was formed in early 2015. Formed by a trio of like minded professionals with a passion for the web, Tripwire Creative prides itself on being a complete solution for all of your online based business problems. We take the time to understand your specific business goals and craft them seamlessly into a high end, feature robust, and industry compliant website solution.



OUR HISTORY

Since our founding, we have worked on successful projects where we have solved a great number of business goals and technical problems. Waukesha County Technical College hired us to redesign the user interface of its site to take it from something that was complicated and hard for students to understand to a site that is easy and natural to navigate.

While working with Javajam Coffee Shop, we took the rough ideas for a site and created a welcoming site that helped draw more new customers to its business.

Tozai Hotel asked us to take its aging site and transformed it in a modern site that matched the experience of staying at the hotel.



#01 in client satisfaction



Awards winning web design



Top of class web development



PROFESSIONAL TEAM

At Tripwire Creative we choose to stay lean and mean with our staff of three. Our team members wear a lot of different hats during the project, and every members extensive web knowledge and great skills means that projects can move fast.



LAUREN ZACHE
Project Manager
User Researcher
Information Architect
Content Strategist

The two key things Lauren brings to her roles are organization and prioritizing. As Project Manager, it's important to keep meetings timely and productive. Weekly meetings with the team allows for all to be updated on all part of the project. As Information Architect and Content Strategist organizing content in a very readable, natural way is necessary to ensure getting the clients message across.



STEPHANY REYNOLDS
Brand Strategist
Interaction Designer
Business Analyst

As a brand strategist Stephany works hard to ensure all brand guidelines are met. Communicating the values and messages of the brand to build relationships with key markets. She has an amazing talent creating flow and interaction on sites, bring these ideas forward with well laid out wireframes. Her background in management and business allows for her to make an amazing business analyst. Keeping detailed requirements documentation. She is the primary liaison between business stakeholders and the tech team.



ANDREW VON HADEN
Copywriter
Visual Designer
Front End Developer
Back End Developer

Andrew loves solving all sorts of different business problems, from aesthetics to function. Working as Tripwire's copywriter, he is responsible for writing clear, concise, and interesting content, no matter the subject. Pairing that with his eye for design aesthetics and your site will be beautiful inside and out. Last, but certainly not least, his programming skills will make sure that your site functions exactly the way it should.



TEAM STATISTICS



06

Years Experience



01

Web Developers



03

Staff Members



PROJECT OVERVIEW

Yale School of Art is seeking to update its online web presence. This web presence will provide easy access to a host of information for a wide range of different clients. This includes prospective and active students, faculty members, and community members. The site will contain information about the school and its programs and instructors. In addition, it will be a connection for Yale to have with the community by sharing local events and information.

PROJECT APPROACH



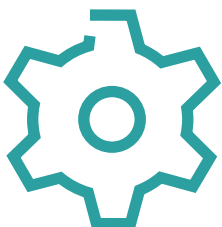
01. PLAN

Tripwire Creative will work closely with Yale School of Art to define the requirements for building out this project correctly. Time will be spent to understand Yale's industry and competitors in order to best position Yale School of Art for success. All of this information will be used to create a cohesive plan for the project.



02. DESIGN

Tripwire Creative will create all of the pieces of the project during this step. These pieces include new layout, design, content structure, easier site navigation, and community calendar. Focused work effort will be spent on this step. Timely and open communication with Yale's team will help this process move as smoothly as possible. This step will feature an iteration to best create solutions that will work for Yale School of Art.

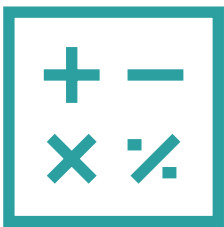


03. DEVELOPMENT

The development step involves turning the mockups into a fully functional site and adding all of the main content. Tripwire Creative has decided that based on Yale School of Art's current needs, it would be best to build the new web presence on a content management system (CMS). The CMS will allow for content to be easily edited and added by Yale School of Art after the completion of the project. Once the website has been built out, the additional features will be added to the site. This is the step where accessibility and search engine optimization can be built into the site.

One of the goals of this website is to reflect the Ivy League education quality of Yale School of Art and Yale as a whole. The site must also easily connect users with the information that they are looking for and incentivize potential students to register for the program. Finally, the site will be a place to showcase the work of the school's students.

This proposal will detail Tripwire Creative's recommendations and approach for the design and development of Yale School of Art's online web presence.



04. TESTING

While testing will be done throughout the course of this project, an additional round of in-depth testing will be set aside before the project is finalized. This additional testing helps ensure that as few stones as possible are left unturned in order to deliver a project that has been rigorously evaluated from multiple levels. This will involve external and internal user testing to make sure the site is function the way it is intended. We will make sure users find the things that they are looking for in the places they are expecting to find them, and that any remaining development bugs are worked out.



05. HANDOFF

A three training session will be held for all involved Yale School of Art employees on how to use the CMS. This phase will require approval and sign off of projects completion. The site and all content will be handed off to Yale School of Art and Yale's webmaster.



06. ELEARNING

Upon completion and handoff of the site, the development of an ELearning system will start. This program will be designed to teach staff how to write and create advertisements and then post and track them on social media platforms.



SCOPE OF WORK



PROJECT PROPOSAL

Tripwire Creative will create a full project proposal for Yale School of Art to review. Yale School of Art will provide detailed feedback on all aspects of the proposal in accordance with the project plan. Yale School of Art employees will be available at set meeting times, Thursday evenings, from proposal acceptance through project completion.



STUDENT WORK UPLOADER

Given the work that is required in creating a custom Student Work Uploader, Tripwire Creative believes that it is in the best interest of the school to utilize a CMS plugin to add this feature to the Yale School of Art's site. This plugin will allow students to upload and display their work. A custom purpose built tool may be created in the future and if the budget is available and the need is there.



WEBSITE BUILDING

Tripwire Creative will develop wireframes/mockups for Yale School of Art to react to. We will restructure content to ensure appropriate flow, develop a site map, and final prototype for Yale School of Art to review.



INFORMATION & CONTENT

Tripwire Creative will develop main content and create an easier process for registering for classes. A clear pathway of information throughout the site for all users.



TRAINING

Tripwire Creative will provide adequate, timely training for all Yale School of Art's employees. Training will focus on content upload/organization, maintenance, and utilization of the CMS in general. Yale School of Art will provide scheduled hours for all employees to attend training.



STAFF BIOS

Tripwire Creative will develop a clear layout to showcase all faculty. This includes, but is not limited to, professional bios, headshot, title at Yale, programs taught (current or prior), achievements, and involvement with community/school.



EVENTS CALENDAR

Tripwire Creative will develop an event calendar for community members, students, and faculty to use. This calendar will have an event filter making it easier to search and view events depending on who is using the site.



ACCESSIBILITY

Tripwire Creative will be responsible for adding reasonable accommodations that meet Section 508 standards to ensure their web content is accessible to everyone, including, but not limited to, people who are blind, deaf or have limited mobility.



SSL CERTIFICATE

A Secure Sockets Layer (SSL) Certificate will be added to the site to add a layer of security and domain validation. One year of the certificate will be included, while future cost will be paid by Yale School of Art.



CONTENT STRATEGY

Tripwire Creative will create a cohesive content strategy which all existing and future content will abide by. This includes copywriting, page structure, and imagery.



YALE ENROLL INCENTIVES

Tripwire Creative will create a page/section of the website dedicated to listing the incentives for enrolling with Yale and providing easy links to resources and registration.



GDPR

Tripwire Creative will include compliance with the General Data Protection Regulation (GDPR). This covers giving users specific rights regarding personal data, lay out principles for protecting data, and specifies requirements for accountability.



SEARCH ENGINE OPTIMIZATION

Tripwire Creative will create a SEO Strategy that will help increase the quality and quantity of website traffic by increasing the visibility of a website



ELEARNING

Tripwire Creative will create and deploy an ELearning course for Yale School of Art's staff. It will teach them how to write and create posts and advertisements on social media. The program will be created in an interactive webpage and will be deployed to a local network at Yale School of Art.



ASSUMPTIONS



It is necessary that Yale School of Art provides the following assets and resources. An inability to provide these assets and resources in a timely and complete manner may contribute to the unsuccessful or delayed delivery of this project.

THE FOLLOWING ASSETS AND RESOURCES ARE EXPECTED:

- Weekly Thursday evening meetings with Yale School of Art employees from proposal approval through contract deadline. Contact with all involved Yale School of Art employees to ensure timely access to needed for project deadline.
- Yale/Yale School of Art logos (in vector format) and brand guidelines by September 26, 2019.
- Any necessary content (current and any that needs revision) by October 30rd, 2019. This includes, but not limited to, instructor bios, community and school events, student showcase information, Yale registration link and information, Yale School of Art programs, current students and their programs. In word, PDF, or any documents that have this information
- Access to current website hosting and FTP access by the start of the Development phase within one week of proposal acceptance. This includes, but is not limited to, all login information.
- Desired photos and videos by October 3rd, 2019 in their current format.
- Access to Social Media accounts (all registered) and Google Analytics login and all information pertaining to current SEO by October 10th, 2019.
- Subdomain for building new site.
- MYSQL database access within 7 days of proposal acceptance.
- Payments must be made net 30.
- Any payments made later than 30 days will have a 10% late fee added.





DELIVERABLES



Tripwire Creative provides a variety of deliverables throughout the course of a project. For Yale School of Art, we have identified the following deliverables:

WEBSITE REDESIGN



- Restructuring of Content
- Content Strategy
- Site Map
- Final Prototype
- Main Content
- Updated Registration Process
- Program Information
- Instructor Information
- Student Showcase
- Community Calendar
- Accessibility

OTHER DELIVERABLES



- Project Proposal
- Search Engine Optimization
- Three hour Training Session
- All website files when finished
- Site documentation
- Admin accounts for CMS
- Google Analytics Account
- Content Strategy Plan
- Quantitative Audit
- ELearning



**PROJECT PAYMENT
& PRICING**

\$5575

TOTAL COST OF PROJECT

This is the total cost of the plan outlined in this project proposal.

PROJECT PRICING

Half of the total price (\$2787.50) will be billed prior to the commencement of the project as a down payment. The second half and final payment (\$2787.50) will be due upon completion and handoff of the site.

Any additional cost or fees will be individually invoiced. Payment of each invoice will be due in full within 30 days. Any payments made later than 30 days will incur a 10% late fee.

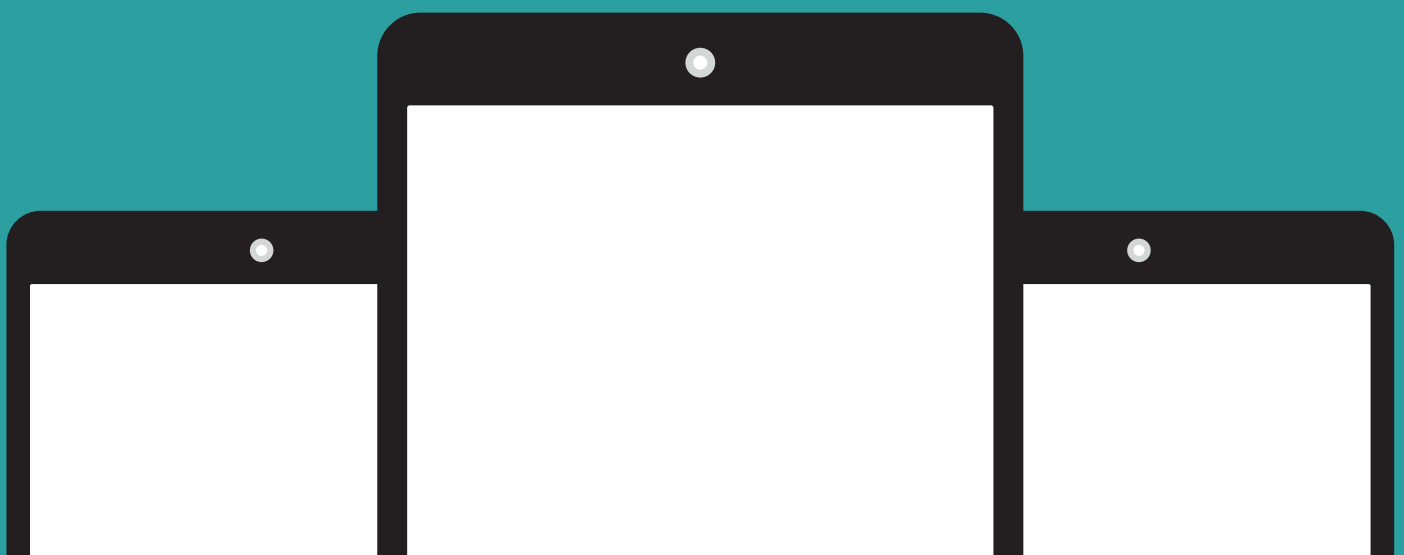
PAYMENT SCHEDULE

Tripwire Creative's payment schedule is to receive 50% of the total estimated project price prior to the commencement and the remaining balance upon projected completion.

Tripwire Creative shall submit invoices at both the start and completion of the project. Payment of each invoice will be due in full within 30 days. Any payments made later than 30 days will incur a 10% late fee.

Upon completion of the project, Tripwire Creative shall deliver all work product to Yale School of Art. The amount due will be the total project estimate, plus any additional expenses, and minus the initial project deposit payment.

If the project is placed on hold for a period more than 14 days with no work progress made, Tripwire Creative shall submit a final invoice for any fees not covered by the rainter and shall be provided with the right of first refusal in the event that the project is reopened.





ADDITIONAL COSTS & FEES

Listed below are any items that go beyond what is listed in the deliverables and will be treated as additional billable expenses.

POSSIBLE FEES

Descriptions	Amount
<p>CONTENT MANAGEMENT SYSTEM (CMS) THEME CMS uses themes to give the site it's appearance. Tripwire Creative is able to customize these themes per any brand specifications which will enhance Yale's premiere school image.</p>	\$0-\$90/theme
<p>PLUGINS CMS plugins are additional software that adds functionality or new features to the site. Adding an event calendar is an example of a useful, interactive plugin. The functions allow users to filter events depending on who is viewing.</p>	\$0-\$249/plugin
<p>PHOTOS AND VIDEOS Any stock photos and videos that are approved will purchased and billed individually.</p>	\$3-\$20/photo \$60-\$100/video
<p>CUSTOM STUDENT UPLOADER The planning, development, and implementation of a custom and purpose built tool for allowing students to upload and showcase their work</p>	\$2000
<p>ELEARNING The development and creating of an ELearning plan for Yale School of Art staff. This program will teach them to write and create posts and advertisements on social media.</p>	\$1500

ALA CARTE

Descriptions	Amount
<p>SOCIAL MEDIA Tripwire Creative will integrate social media in the site and account set-up for LinkedIn and Facebook. Students, faculty, and community members can follow Yale School of Art on Facebook and LinkedIn for news and events.</p>	\$35/hour for ongoing maintenance and management
<p>MAINTENANCE There will be changes of layout, content, and other needs throughout the life of the site. In order to keep students and community consistently up-to-date and keep the site accurate website maintenance.</p>	\$40/hour
<p>COPYWRITING Includes any new content that must be written for the site or existing content that must be edited.</p>	\$35/hour



**SIGN
OFF**



OWNERSHIP AND RIGHTS

The Yale School of Art Website will be developed as a work for hire project. Yale School of Art will own the copyright for all works created. Tripwire Creative will retain a limited license to showcase the site digitally or in print in a promotional capacity.

ACKNOWLEDGMENT AND SIGN-OFF

This proposal is acknowledged and agreed in its entirety by Yale School of Art. This proposal must be signed and dated by an authorised representative of Yale School of Art in order to be in effect. Alternatively, a signed purchase order referencing this proposal will constitute acceptance in place of this signed document (provided that any preprinted terms on such purchase order shall be considered null and void and of effect).

This proposal constitutes the entire agreement between the parties with respect to the subject matter of this proposal. This proposal merges and supersedes all prior oral or written agreements, discussions, negotiations, commitments, writings, or understandings. This includes without limitation any representations contained in any sales literature, brochures, or other written descriptive or advertising material and is the complete and exclusive statement of the terms of the parties' agreement. Each of the parties acknowledges and agrees that in executing this proposal it has not relied upon, and it expressly disclaims any reliance upon any representation or statement not set forth herein or in the Agreement.

CLIENT SIGNATURE

_____	_____	_____	_____
Printed Name	Title	Signature	Date

TRIPWIRE CREATIVE SIGNATURES

_____	_____	_____	_____
Printed Name	Title	Signature	Date

_____	_____	_____	_____
Printed Name	Title	Signature	Date

_____	_____	_____	_____
Printed Name	Title	Signature	Date

TRIPWIRE

C R E A T I V E

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