

# **Proposal to Redesign the Wizard Business Solutions External Web Site**

**Lyon Technologies, Inc.**

October 19, 2004



October 19, 2004

Wizard Business Solutions, Inc.  
Attn: James D. Groves  
3725 National Drive  
Raleigh, NC 27612

Dear Mr. Groves:

Lyon Technologies, Inc. is pleased to present our proposal to redesign and develop Wizard Business Solutions' external web site, which is currently displayed at the web address <http://www.wizard-net.com/>.

If you have any questions regarding this proposal, please use the following contact information:

Name: Stephanie Lyon  
Title: President, Lyon Technologies, Inc.  
Telephone: 919-784-0440  
Facsimile: 919-784-0451  
E-mail: [Lyon@LyonTechnologies.com](mailto:Lyon@LyonTechnologies.com)

Lyon Technologies, Inc. is a Raleigh, North Carolina based provider of information technology services to major organizations throughout the region, including Progress Energy, Blue Cross Blue Shield of North Carolina, Data Direct Technologies, Inc. (formerly Intersolv), and the State of North Carolina.

It is our understanding that Wizard Business Solutions wishes to pursue a more robust site design at this time that speaks to an expanded international customer base about your evolved products and services. Our firm can analyze your current web site, draft a new design, develop the new site, and deliver the revised site with the highest quality of information design, graphic design, and customer support possible. We will also keep the basic design of the site simple and provide your company with a web site outline and update instructions so that you can update it on your own. Unlike some other technology consulting firms, we strive to develop solutions that our clients can use and maintain independently, rather than foster a dependent relationship for monetary gain.

We are eager to assist you with your web site redesign and development, and we're looking forward to forging a strong business partnership between our firm and Wizard.

The information contained in this Proposal or any part thereof is true, accurate, and complete. This Proposal includes all information necessary to ensure that the statements therein do not in whole or in part mislead Wizard Business Solutions, Inc. as to any material facts.

Sincerely,

Stephanie Lyon, President  
Lyon Technologies, Inc.

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## Executive Summary

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### *Summary of Proposed Services*

In keeping with Wizard's request for web design and development services, Lyon Technologies offers to perform the following services:

- Analyze the information design of Wizard's current web site and determine what needs to be redesigned (font styles, the way that fonts are delivered to the browser, page layout, graphic design, page organization, content revisions, etc.).
- Meet with the principals and/or staff at Wizard to discuss the findings of our initial analysis. Gather information from Wizard regarding the goals and purposes of the site. Determine whether or not additional content needs to be added to the site. Expand the site analysis accordingly.
- If needed, reorganize some of the site information, incorporating information design principles recommended as a result of recent web usability research studies.<sup>1</sup>
- Create an outline of the site topics. (If it is determined that pages need to be reorganized, the outline will reflect the new site organization; otherwise, it will reflect the current one.) This outline will be used throughout the project as a guide to development and will be delivered to Wizard when the project is complete to assist them with future site updates.
- Design and develop a professional graphical construct consisting of Wizard's logo; a navigation bar, list, or menu; and assigned places for stock photography and existing graphics, where appropriate.



**Note:** Subnavigational structures will be included in this design. Wizard has 2<sup>nd</sup>- and 3<sup>rd</sup>-level subnavigation on their site at this point in time. Navigation bars, lists, or menus will be created for each tier, as necessary.

- Submit the design to Wizard for approval or revision requests. Engage in revision cycles, as necessary.
- Upon approval, apply the navigational structure and graphical construct to every web page that currently exists on the Wizard site, based on the site outline.

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<sup>1</sup> The research and methods that Lyon Technologies, Inc. uses to design web sites can be found in Steve Krug's *Don't Make Me Think*, New Riders Publishing, 2000 and Jakob Nielsen's *Designing Web Usability*, New Rider's Publishing, 2000.

- Design and develop the layout of the main body section of the site pages (i.e., where the site text will be displayed), using simple HTML tables.
- Design and develop a Cascading Style Sheet to define and control the font styles of the text on the site pages.
- Submit the layout and text styles to Wizard for approval and revisions. Engage in revision cycles, as necessary.
- Upon approval, add the content on Wizard's current site to the new site pages.
- If needed, reorganize and edit some of the text on the individual pages.
- Select, enhance, and insert stock photography, where appropriate.
- If Wizard agrees, convert PDF documents to Adobe Reader<sup>®</sup> 5.x, rather than 6.x, using the original Microsoft Word<sup>®</sup> source documents. (For more information, see the *Proposed Design Enhancements* section.)
- Test all site links.
- Conduct a formal, final review cycle with Wizard project team members and edit graphics and text accordingly. Apply revision requests, as necessary.
- Deliver the site files to Wizard (or upload the files, ourselves, if security permits), along with the site outline and site update instructions, which will be in Microsoft Word<sup>®</sup> format.
- If training is required, Lyon Technologies will conduct a one-to-one training session at Wizard with the person who will be updating the site.



**Note:** All reviews will be conducted by sending Wizard links to the site development address (i.e., the URL to the server where we will be developing and testing the site).

### ***Highlights about Lyon Technologies, Inc.***

Lyon Technologies, Inc. is a local North Carolina technology firm with years of web development experience. We keep our core base of employees small and contract other professionals as needed in order to maintain a high-quality, customer-focused operation with a commitment to customer service.

The two professionals who will be performing the work for Wizard Business Solutions are Stephanie Lyon and Ceil Hall. Stephanie Lyon, our owner, Project Manager and Programmer, has delivered presentations at several international conferences. Ceil Hall, our Technical Writer and User Interface Specialist, has received six awards for her online design and documentation and has presented her work at an international conference of the Society for Technical Communication. Her articles about technical documentation have been published in the Society's monthly periodical, *Intercom* magazine.

These two professionals have more than 15 years of experience, and they have worked together previously on behalf of Lyon Technologies' other clients.

### ***Project Responsibilities***

Ms. Stephanie Lyon, who has served as an accomplished project manager, programmer, trainer, and graphic artist for a wide variety of technological systems for 15 years, will manage the project, create all graphic designs (including enhancements to royalty-free stock photography), and provide programmatic scripting if necessary for the navigational structure. Ms. Lyon will also serve as Ms. Hall's editor (along with the members of the Wizard staff who will be reviewing the site).

Ms. Ceil Hall, an award-winning 15-year veteran of the technical writing profession, will analyze and organize the current web site design, create the new information design and outline, work with Ms. Lyon to create the navigational structure, design and create the page layout and Cascading Style Sheet for the site, insert stock photography, as needed, and enter and edit all text.

On pages where the display of stock photography is appropriate, Ms. Lyon and Ms. Hall will share the responsibility of selecting royalty free stock photography. (Cost-free thumbnail images will be used initially until Wizard approves the photographs.) Pending review and approval by Wizard, this photography will be purchased by Lyon Technologies, Inc. and displayed on Wizard's web site.

### ***General Management Philosophy***

At Lyon Technologies, we believe in delivering products of exceptional quality, designed and implemented to our clients' precise specifications.

To achieve this level of performance, we are extremely selective in our choice of employees. We only hire employees that strive for excellence, keep their skills up to date, and put our clients first.

We are also extremely selective about the projects on which we choose to bid. We turn down projects that are too large for our pool of resources or that do not match our skill sets. We also do not bid on projects if the prospective client has not provided specifications or allocated sufficient resources to the project, such as equipment, human resources, or time.

Our reason for this is that we would rather not attempt a project at all if the chance exists that the client will be unhappy with the results. We only pick projects that we know we can complete successfully and that will bring satisfaction to our clients.

As a result, we receive unsolicited expressions of gratitude for our work from our clients on a regular basis. In an age that places diminishing emphasis on customer service, we pride ourselves on delivering top quality products and impeccable customer service to all our clients.

At Lyon Technologies, our general philosophy regarding the management of our employees, projects, and relationships with clients can be summed up in one phrase: Our clients' success is our success. That is our top priority, and that is what guides and drives everything we do at our firm.

## **Company Information**

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### ***Official Name***

#### **Company Name and Address**

Lyon Technologies, Inc.  
3405 Savan Court  
Raleigh, NC 27613  
919-784-0440  
State of Incorporation: NC  
Type of Corporation: C

#### **Joint Venture Partners**

Dunn Solutions Group  
2 Hannover Square, Ste. 1240  
Raleigh, NC 27601  
Bill Dunn, President  
Bill@dunnsolutions.com  
847-673-0900

#### **Subcontractors**

Zig Custom Software  
P.O. Box 99586  
Raleigh, NC 27624-9586  
Jeff Turner, Partner  
Jturner@zig.com  
919-345-5298

## ***Company Description and Background***

Lyon Technologies, Inc., is a provider of information technology services, based in Raleigh, North Carolina. We have ongoing relationships with Progress Energy, Blue Cross Blue Shield, the State of North Carolina, and other major organizations throughout the region.

We specialize in the development of business intelligence solutions, from web-based application development to dashboards, scorecards, reports, and web sites.

Our primary focus is to improve decision-making, productivity, and cost-effectiveness by combining technology and business processes to retrieve, use, and share information. Our solutions have been instrumental in supporting competitive organizational initiatives, such as corporate time management, customer relationship management, and the identification of areas where businesses can effectively reduce costs.

In summary, we provide a competitive advantage to our clients by generating a more solid basis for making decisions that affect business performance.

Lyon Technologies is committed to delivering quality. We pride ourselves on collaborating with our clients to help them make sense of the thousands of lines of data that have accumulated in their databases and on designing information that our clients and their customers can access and use with ease.

Lyon Technologies, Inc., was founded in 2000 by Stephanie Lyon. While working for several other information technology firms, Ms. Lyon was repeatedly exposed to customer dissatisfaction and frustration with the majority of available consulting firms. Knowing that this was not necessary, she set out to prove that a technology firm could exist whose first priority was its customer's success. For a concise statement of our customer service philosophy, see the *Customer Service Philosophy* section below.

We offer a wide range of expertise while providing the highest level of service and commitment. Most important, we give you the close attention you deserve. Our personnel members have many years of experience in application development, deployment and support. Database expertise, technology training, report development, web site /portal construction, training, documentation, help desk services, domestic/international services—we've done it all.

As shown in the *Organization and Ownership* section below, our company chooses to retain only a few core employees. However, the enthusiastic testimonials and letters of appreciation sent to us by our clients demonstrate the time-honored wisdom that bigger is not always better. Our size is an asset to our customers: unlike large companies, we have the flexibility to respond to your needs. There are no layers of management to impede communication—you have only one point of contact, one telephone number to call.

## **Organization and Ownership**

Full Name: Lyon Technologies, Inc.  
Federal Tax Id: 56-2216125  
Date Established: July 2000  
Ownership: Private Company  
Incorporation: North Carolina, based in Raleigh  
Employees: 2000: 1  
2001: 2  
2002: 2  
2003: 3  
2004: 3

**Note:** Employee numbers are approximate, as staff is augmented based on project and client requirements.

## **Previous Experience with Similar Projects**

Ms. Lyon and Ms. Hall have been designing and developing web sites since the mid-1990s, when exposure to the World Wide Web was still relatively new. Since that time, they have mastered tools that enable them to provide a growing number of industry enhancements, such as Cascading Style Sheets, JavaScript, Flash animation, and other technologies that make today's web sites more engaging and easier to use.

The following web addresses represent a subset of the many sites that Ms. Lyon and Ms. Hall have designed and developed. Some of these sites were developed independently by Ms. Hall or Ms. Lyon; others are sites on which they collaborated on behalf of Lyon Technologies, Inc. and its clients. We invite you to visit each one and view our work.

[www.lyontechnologies.com](http://www.lyontechnologies.com)

[www.geraldjones.com](http://www.geraldjones.com)

[www.omegasofttech.com](http://www.omegasofttech.com)

[www.lyontechnologies.com/aqua](http://www.lyontechnologies.com/aqua)

[www.x3dshop.com/techsupport](http://www.x3dshop.com/techsupport)

[www.funtimesbyrobertwhite.com](http://www.funtimesbyrobertwhite.com)

[www.garyshortland.com](http://www.garyshortland.com)

[www.skinux.com](http://www.skinux.com)

[www.metaphorlogic.com](http://www.metaphorlogic.com)

We are currently working on both the intranet and external web site of the State Employees Health Plan of North Carolina, as well.

### ***Customer Service Philosophy***

Since its inception, Lyon Technologies has collected an extensive list of clients that return to our company repeatedly for advice, solutions, and satisfaction. This has been a natural outcome of Lyon Technologies' approach to customer service.

Our company operates on two very simple philosophies: 1) the quality of support, the friendliness and responsiveness of the representatives, the flexibility of service, the ease of communication—all this and more are part of the customer's experience; and 2) "good enough" is *not* enough.

At Lyon Technologies, we never lose sight of these simple truths. We understand that offering a quality product or service at a competitive price is just the beginning of our relationship with our clients. In the long run, it is the quality of our support and communication that creates a harmonious, enduring partnership between our business partners and our firm.

### ***References***

#### **Stephanie Lyon**

Data Direct Technologies (Formerly Intersolv, Inc.)  
1500 Perimeter Park Drive, Suite 100  
Morrisville, NC 27560  
Ed Nichols, Director, Information Technology  
919-461-4439  
Ed.Nichols@datadirect-technologies.com  
Relationship: Customer

Progress Energy  
411 Fayetteville Street Mall  
Raleigh, NC 27601  
Bryan Monahan  
919-546-5240  
Bryan.Monahan@pgnmail.com  
Relationship: Supervisor

BGF Industries  
3802 Robert Porcher Way  
Greensboro, NC  
Bruce Doss  
336-545-0011

BDoss@bgf.com  
Relationship: Customer

### **Ceil Hall**

Omegasoft Technologies  
P.O. Box 503  
Mebane, NC 27404  
Mark McDougald, President  
mark.mcdougald@omegasoftech.com  
336-512-3362  
Relationship: Contract Employer

Metaphor Logic, Inc.  
135 Castlewood Drive  
Cary, NC 27511  
Craig Martin, Owner  
cmartin46@nc.rr.com  
919-466-9497  
Relationship: Manager/Client

Eliassen Consulting Group, Inc.  
30 Audubon Road  
Wakefield, MA 01880  
Chuck Musciano, Practice Manager  
chuck@musciano.com  
919-349-7987 (Raleigh phone number; local site office in Raleigh, NC)  
Relationship: Supervisor

## **Proposed Design Enhancements**

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The *Executive Summary* section of this proposal lists the specific services and activities that Lyon Technologies, Inc. is offering to perform while redesigning, developing, and delivering Wizard's new web site. This section of the proposal focuses on our specific design recommendations.



**Note:** Please be aware that Lyon Technologies cannot perform a detailed analysis of Wizard's web site until we actually work on this project and are furnished with the actual web site code. Therefore, these recommendations are very basic, not all-inclusive, and subject to change, depending on what we discover when we analyze the current site fully and meet with the Wizard staff.

Based on a brief, cursory perusal of Wizard's current web site, Lyon Technologies, Inc. proposes the following design enhancements:

## Establishment of Site Focus

### Overall Site Focus

Upon perusing Wizard’s site, the primary purpose and focus of the site is not clear. At first glance, your web site appears to be a “clearinghouse” of information for your *existing* customers, rather than a means to attract *new* customers.

This impression is based on the fact that your Home page has “What’s New” in the most prominent spot on the page (top left) and “Quick Links” in another prominent spot (top right), as shown below:




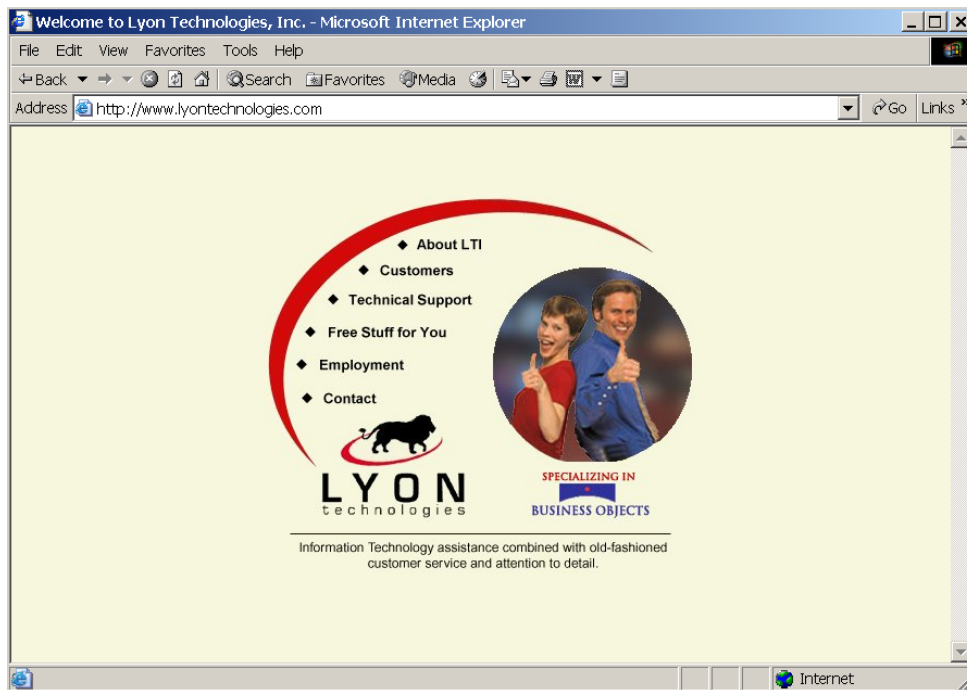
This content suggests that people who visit your site already know who you are and what you provide. There is no general information about your company, your services, and why visitors “want to be there.” (The section in the top-middle section, “Best Software Certified Consultant,” etc. is useful for promoting your company; but it should be placed in a less prominent spot, leaving that main area available for content that furthers the site’s primary goal in a more direct way—a “View Our Products” or “Visit Our Online Store” link, for example.)

If communication with your existing customers *is* the primary goal of your site, then the Home page needs some “Welcome Customers” message that conveys this. If, instead, your goal is to sell software to both new and current customers, then the Home page needs to contain a brief explanation of who you are and what

you do, with an emphasis on your products and their benefits to accounting professionals.

Lyon Technologies would like to meet with Wizard and ask questions such as “Who do you want your web site audience to be?” and “When visitors go to your web site, what do you want them to do?” By answering questions such as this, Wizard can help us determine your primary site purpose (or purposes; there certainly can be more than one!) and target the information accordingly.

 **Note:** Some web sites have multiple purposes, all of which are equally important. Web portal pages have fallen out of fashion in the web development community. However, they provide a very good solution to the problem of directing different groups of people to different parts of a web site and should not be dismissed as “passe.” Lyon Technologies’ web site serves many different purposes, each of which is equally important to our company. Therefore, our Home page is in portal format, as shown below.



### Individual Page Focus

Some the individual pages on Wizard’s web site lack focus, as well. In most instances, this can be corrected quickly and easily by:

- Changing the name of the label on your embedded hypertext links, site menu, and main page headings to one that is more “targeted” to the purpose of the corresponding page.
- Where necessary, providing some introductory text about the product, service, etc. at the top of the corresponding page.

For example, your site currently contains the label “Resellers” in your primary navigation bar, as shown:



When we first saw this label, we thought, “This is where potential customers go to find a vendor of Wizard’s software.” However, when we clicked on that option, the information on the corresponding page was targeted directly to resellers, themselves, as shown below. We found this to be somewhat confusing and disorienting.



This can be corrected quickly and easily by changing the menu bar label to “For Resellers” or “For Our Resellers.”

Actually, it would be beneficial to both you and your resellers if you displayed a list of resellers on your site. (For more information, see the *Content Enhancement & Text Editing* subsection below.) If Wizard chooses to do this, then you could label the menu bar option “Resellers,” as it is, now, and the subsection labels could read “List of Wizard’s Resellers,” “Join Wizard’s Alliance of Resellers” and “Alliance Member Login” (the label “Member Login,” alone, is vague and unclear).

These are merely isolated examples of the need to provide focus to the Wizard web site. Once we know the purposes and goals of the various sections of your site, we will be in a position to make more specific information design recommendations.

## Navigation

### Correcting Navigational Inconsistencies

There are several inconsistencies among the navigational tools on the Wizard web site. Some of these inconsistencies, as well as recommendations for correcting them, are as follows:

#### Inconsistency of a Link in the Main Menu Bar “Behavior”

The “behavior” of all the links on the Wizard site’s main navigation bar is not completely consistent. When the visitor clicks on all the links except “Services,” the web page for that primary section is displayed. For example, when the visitor clicks on the “Support” link, (rather than on any of the pull-down menu items beneath it)...



...the main Support page appears, as shown:




However, when the visitor clicks on the Services link, as shown below...



...nothing happens; the visitor remains on the “current” page. The visitor must click one of the options in the Services pull-down menu to navigate to one of the Services pages. None of the other primary menu links “behave” this way. As a result, visitors may waste time clicking the “Services” link repeatedly, wondering why it doesn’t advance to the main Services page like all the others do.

Lyon Technologies recommends that a main “Services” page be created and linked to the “Services” option on the main menu bar to correct this inconsistency.

 **Note:** There are additional inconsistencies concerning the behavior of other cascading menu options. (For example, some 2<sup>nd</sup>-level menu options that contain 3<sup>rd</sup>-level cascading options actually link to a page, and others do not). If we are selected to redesign Wizard’s web site, we will have an opportunity to conduct a more thorough analysis and correct all these inconsistencies.

### Main Section Pages Require Subheading Links

When visitors click on a link in the main menu bar, links should be displayed on the corresponding page that match the menu options in the corresponding pull-down menu.

For example, when visitors point to the “Support” link in the main menu bar, the following pull-down menu appears:

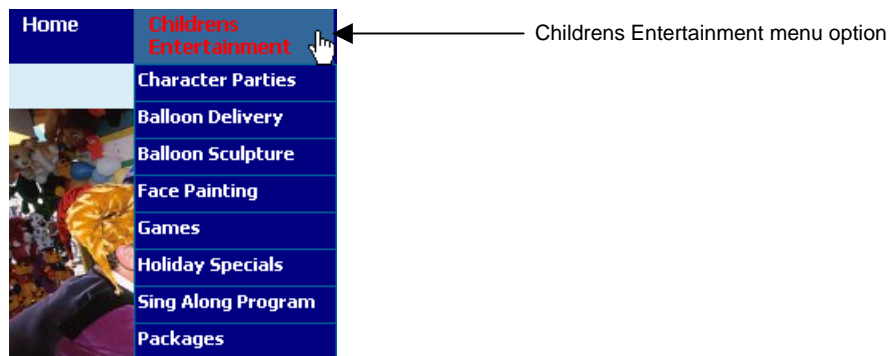


However, if the visitor chooses to click the main link (Support), the page that appears displays links for only *two* of the options in the corresponding pull-down menu (Peachtree Support and Enhancement Support):



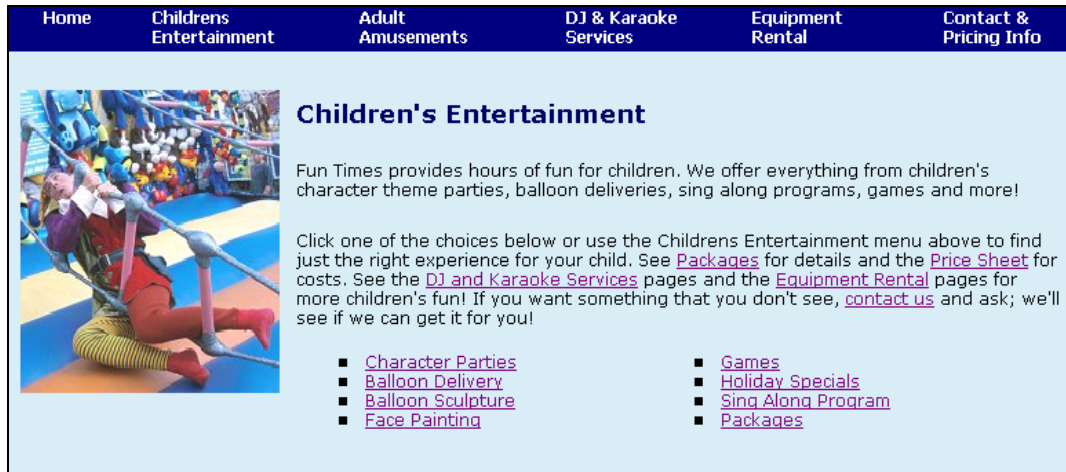
To keep visitors oriented and comfortable with the site navigation, Lyon Technologies recommends that all links that appear on the pull-down menu appear on these primary “base” pages, as well.

Examples of this can be found on the site that we designed for the entertainment company Fun Times. When visitors click on “Childrens Entertainment”...<sup>2</sup>



...the Children’s Entertainment page contains links to each of the corresponding menu items, as shown below:

<sup>2</sup> When the visitor points to the main menu bar options, the text changes to red over a medium-blue background. Although this displays clearly in a browser, it does not display clearly in this proposal document if it is printed on a black and white printer.



**The Primary Site Menu Bar is Missing on the Store Page**

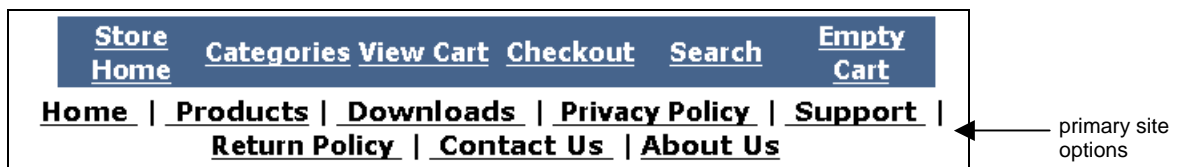
For the most part, when visitors navigate to the pages that are available from the primary menu bar, the same menu bar appears at the top of each page (shown below). In terms of web usability principles, this is exactly as it should be.



However, when the visitor clicks the “Store” link, he sees the following menu bar at the top of the page, instead:



In order to access the site’s primary menu options, the visitor must scroll to the bottom of the Store page, and the links there do not look the same as they do on the other main site pages, as shown below:



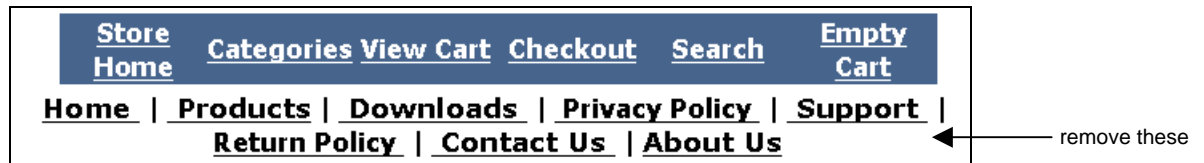
Furthermore, this list of options is not the same as the list at the top of the main pages; some of the options are different, such as “Downloads” and “Return Policy.”

At best, this inconsistency is likely to cause confusion. At worst, the visitor might not scroll to the bottom of the page. Consequently, he might never see the links to

the primary site pages. Not realizing that these links are available, the visitor would have to use his Back button to navigate to a page that displays the primary menu bar.

To correct these inconsistencies, Lyon Technologies would like to do the following:

- Place the same primary menu bar that appears on all the other main pages in the same position on the Store page.
- Place the main “store” menu underneath or somewhere near that primary menu bar, and change its appearance in such a way that both navigation menus are distinct and easily accessible.
- Remove the black links that now appear at the bottom of the Store page (shown below).



- Move the secondary “store” links that appear at the bottom of the store page (starting with Store Home and ending with Empty Cart) to the side navigation on the upper left side of the Store page (shown in the following two graphics below).



- Place the *additional* navigation options that we removed from the bottom of the page (“Downloads,” “Privacy Policy,” and “Return Policy”) in the top-left navigation list, along with the other secondary store links.
- Add a Quick Links list to the bottom of the Store page (for information about the proposed Quick Links list, see the corresponding subsection below).

**Dual “Contact Us” Links on the Store Page**

There are two Contact Us links on the Store page—one that opens the main contact page and one in the left navigation list that opens a unique contact page for the store. Depending on Wizard’s specific needs, Lyon Technologies would like to do one of the following:

- Remove one of the two different Contact Us pages from the system and then remove the “Contact Us” link from the left-hand navigation list.
- Keep both Contact pages, if necessary, and change the name of the link in the left-hand navigation list to “Store Contact.”

**Consistency of Labels in the Pull-down Menus with Other Navigational Elements**

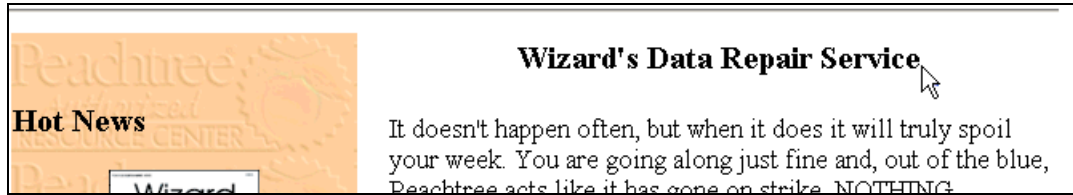
Lyon Technologies has noticed some inconsistencies between the labels in the light-blue pull-down menus on the main navigation bar and other navigational elements on the corresponding site pages.

For example, the pull-down menu labels do not match the headings on the corresponding pages. There are many examples of this on the site, but we will illustrate just one of them:

When the visitor clicks “PeachTree Data Recovery” from the Services menu, as shown below...



...the following heading appears when the corresponding page is displayed:



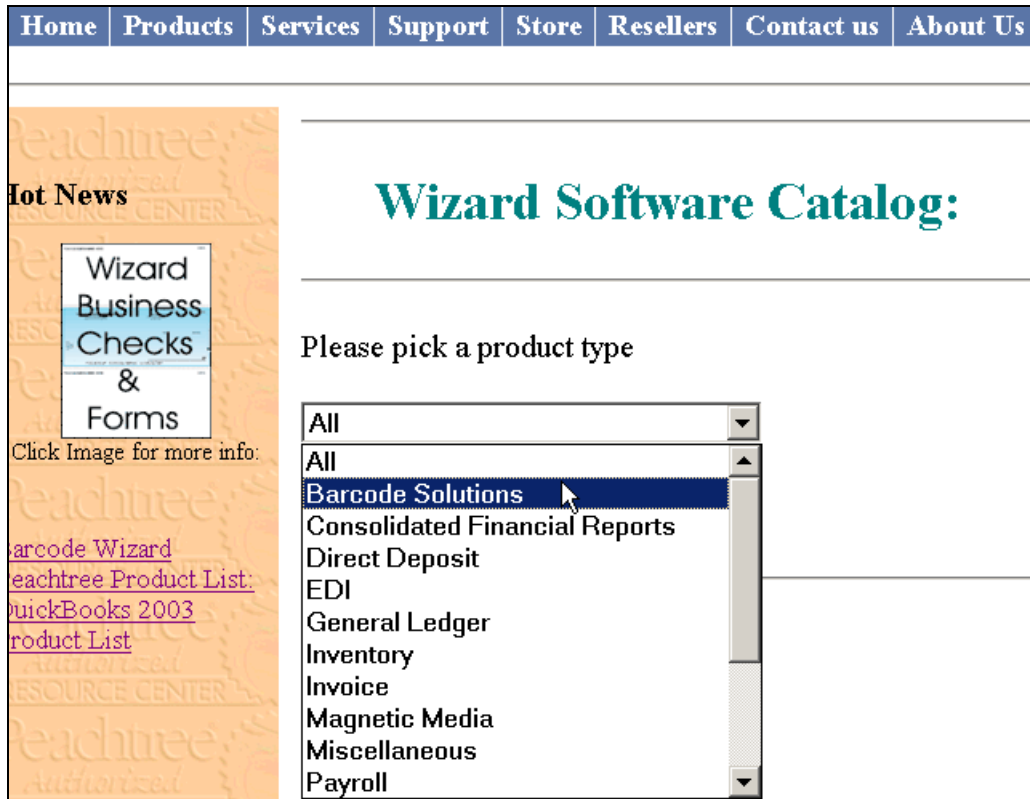
This heading should read "Peachtree Data Recovery," instead. There should be an exact match between the label on the pull-down menu and the main heading on the corresponding page.

A similar type of inconsistency is that the labels on the pull-down menu in the "Products" section of the menu bar do not match the corresponding items in the corresponding drop-down list of the main products page. This is illustrated below:

When the visitor clicks the "Products," link, as shown below...



The main Products page is displayed, as shown:

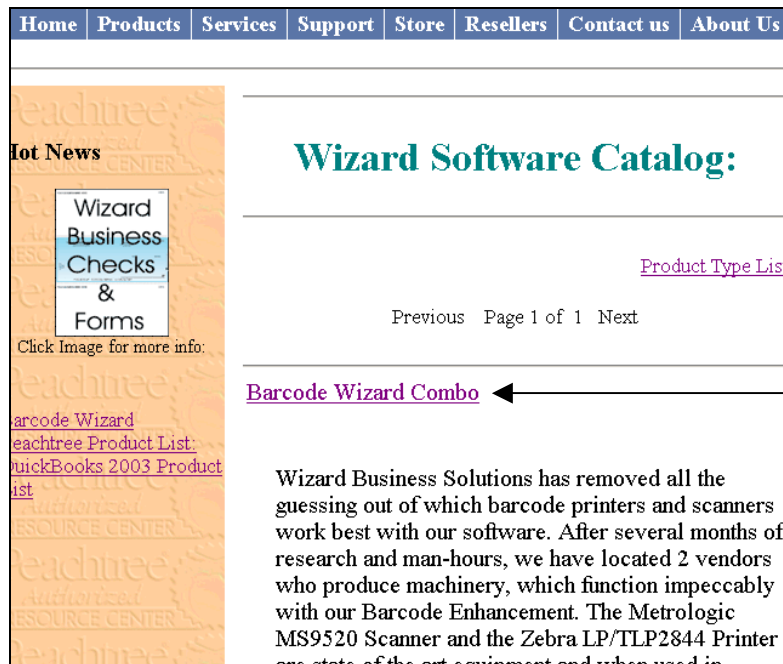


The items in the Product Type drop-down list do not match the corresponding items in the Products pull-down menu. For example, the pull-down menu contains an option called “Barcode Wizard” and the corresponding option in the drop-down list on the products page is called “Barcode Solutions.” This is inconsistent and therefore a source of confusion for the visitor.

Furthermore, both links go to different pages, making the inconsistency more confusing. The pull-down menu option goes to the “Barcode Wizard Version 2” page...



...and the corresponding option in the drop-down list of the Products page goes to a page with the product name “Barcode Wizard Combo” (shown below). When the visitor clicks the “Barcode Wizard Combo” link...



...he ends up at the “Barcode Wizard Version 2” page.

Due to the potential confusion that this may cause, Lyon Technologies would like to do one of the following:

- On the main Products page, change the labels and corresponding links in the drop-down list so that they match the ones in the Products pull-down menu.
- Change the labels and links in the Products pull-down menu so that they match the ones in the drop-down list of the main Products page.
- Remove the pull-down list from the Products main menu (i.e., display only one main link that reads “Products” with no pull-down menu underneath it), and on the Products page, include all the products in the drop-down list.

There are other viable options, as well, which we can discuss with you.

### Summary of Navigational Inconsistencies

Because the fund of information on the Wizard web site is so large, it is likely that Lyon Technologies will discover additional inconsistencies upon further evaluation.

The points mentioned above may seem small in themselves; however, web usability research indicates that *any* inconsistency on a web page can cause

confusion and frustration as visitors attempt to navigate a site. Certainly, multiple inconsistencies exacerbate this problem.

Research, common sense, and personal experience tell us that inconsistent navigation causes site visitors to stop navigating the site and either telephone your toll-free number for assistance or simply give up and seek information and goods elsewhere.<sup>3</sup> Both scenarios are costly for your company, particularly when you want to increase online sales with minimal demand on your staff. It is much more profitable to correct every navigational inconsistency and create an easy, comfortable shopping experience for your customers than it is to leave the navigation in its current state.

### Managing Multiple Levels of Navigation

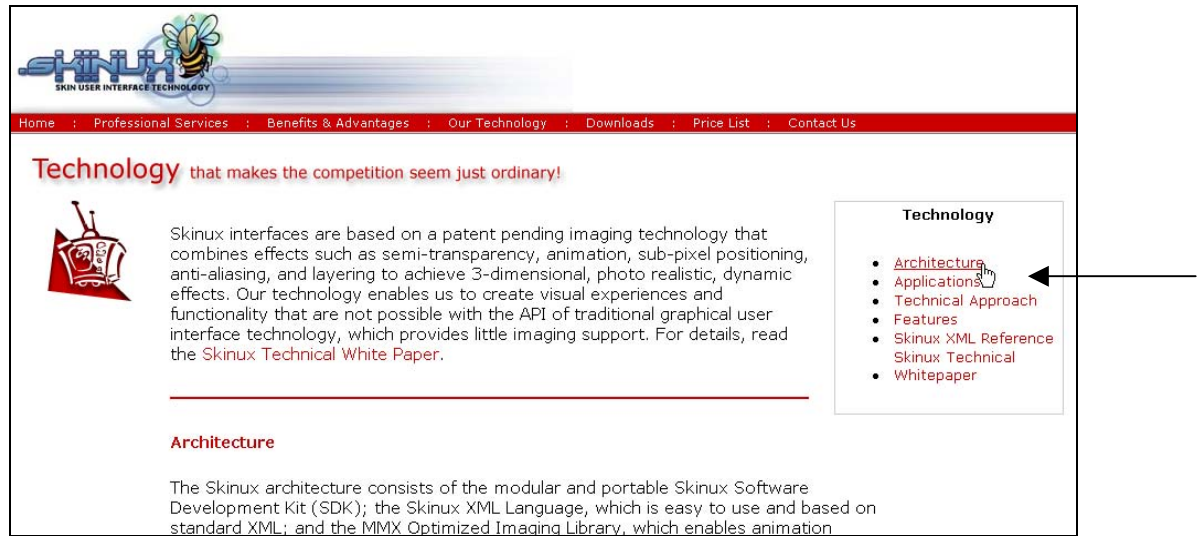
The Wizard web site contains many “layers” or “tiers” of navigation. Upon preliminary analysis of the site, it appears that navigation for these layers can be simplified by adding basic navigational tools to your site. Taken from sites that we have designed, some of these tools are as follows:

- Secondary linkbar



www.lyontechnologies.com (About LTI page)

- Links on the left or right side of the page



www.skinux.com

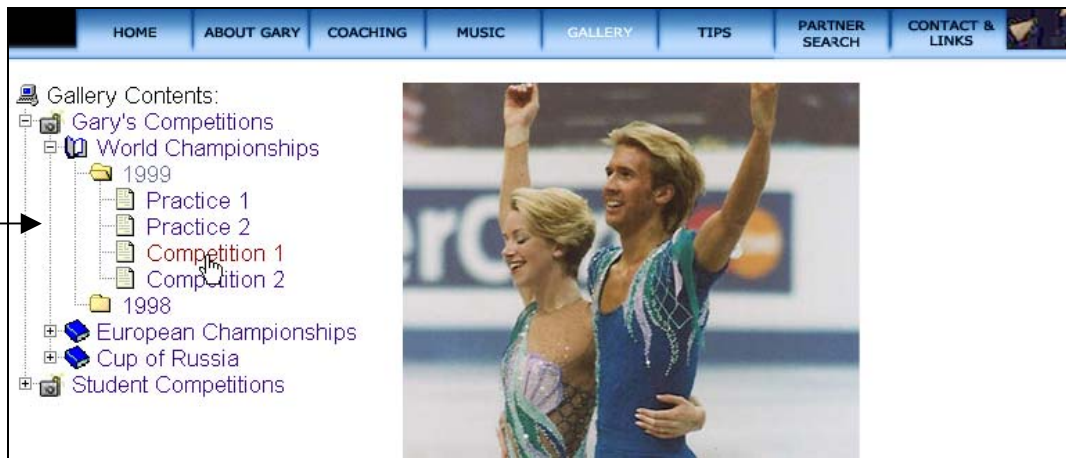
<sup>3</sup> *Don't Make Me Think*, Steve Krug, New Riders Publishing, 2000, p. 53.

- Links on the bottom of the page



www.omegasoftech.com

- A tree menu



www.garyshortland.com (Gallery page)

The specific tools that we would use to simplify 3- and 4-tier navigation on Wizard’s site depend on several factors, including the nature of the content. We would like to meet with you and gather information about these factors before providing you with several options/prototypes.

**Links to Off-site Pages**

Currently, some of the links on Wizard’s site that navigate to off-site page (pages that do not begin with www.wizard-net.com) display those pages in the same browser window. For example, when visitors click the link “Get your SSA PIN and Password [here](#)” on the Home page, the Social Security site appears in the same browser window, in place of the Home page.

Because of this, the visitor must click his Back button in order to get back to Wizard’s web site. (If the visitor views several different pages on the Social Security site, he must click the Back button several times.)

Lyon Technologies would like to reconfigure these links so that the corresponding pages will open in a separate browser window that “pops up” on top of the one

containing the link. In this way, visitors never leave your site, and they can get back to it by simply minimizing or closing the “pop-up” browser window.

We have noticed that the Wizard site already employs this technique for some of your off-site and on-site hypertext links. We would like to extend this to *all* off-site pages and explore the possibility of removing the feature from some of the links that open pages *within* your site.

### Use of Anchors for Long Pages

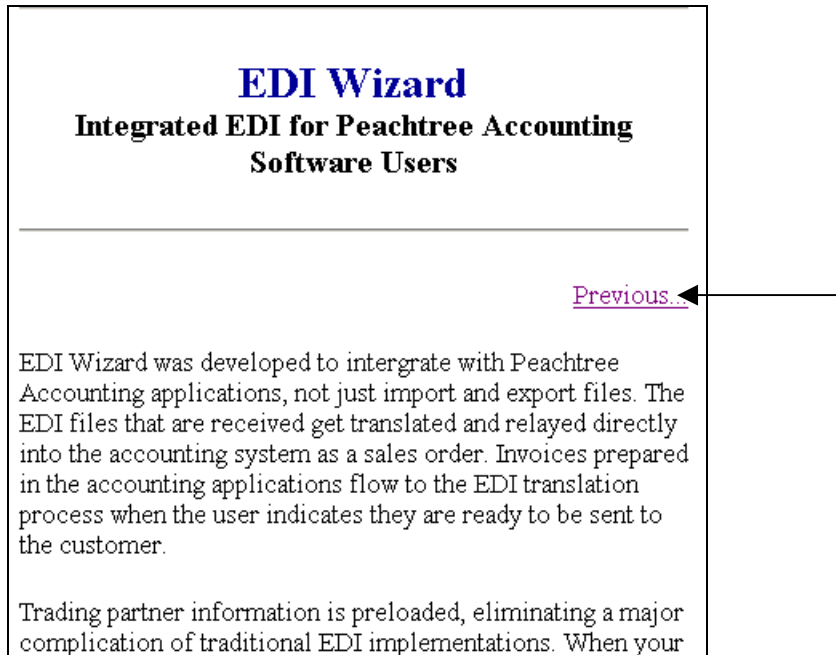
Some of the pages on Wizard’s web site are relatively long, such as the Barcode Wizard page and the Peachtree 2005 page. Pages such as the EDI Wizard page are so long that they are currently divided among several pages, using “continue,” “more,” and “previous” prompts, as shown below.

**EDI Wizard : All gain, no pain**

EDI Wizard supports all EDI standards and has everything to quickly and easily comply with trading partner requirements. The MS-Windows application features “plug-and-play” installation with a functional bridge to Peachtree Accounting and pre-loaded EDI transaction maps so it’s ready to use right away.

The integration with Peachtree Accounting ensures that trading partner and product information remains current and consistent. As new orders are processed, EDI Wizard prompts the user for information about the customer if it doesn’t recognize the company name. If it’s a current customer, but with a different name, the user can simply ‘map’ the new company name to an existing customer record. Future orders will keep the customer’s records updated automatically. The same can be done for products as they are ordered by the customer.

[continue...](#) ←




Splitting one topic into several pages and using prompts to connect the pages is not efficient, and it makes navigation difficult because the user is forced to scroll up and down the pages to use the prompts, navigating among several pages to read one continuous flow of information. Furthermore, it is not a standard practice to use “Continue” and “Previous” prompts in this way; therefore visitors are in “unfamiliar territory” when they are confronted with them in this context.

Sometimes, long pages on web sites are simply necessary. Therefore, Lyon Technologies proposes that Wizard keep all the EDI Wizard information on one page, as you do for the Barcode Wizard and Peachtree 2005 pages. However, to avoid excessive scrolling, we would like to place a compact list of links at the top of long pages that “jump down” to the corresponding subheadings on the same page, with “back to top” links underneath section that “jump back up” to this list of links.

This is a standard, familiar technique that enables the visitors to view specific sections of long pages quickly, instead of hunting for them by scrolling up and down the page or clicking through several “continue,” “more” and “previous” links to navigate among multiple pages.

We will use simple HTML anchors to implement this technique. The screenshots below show how we implemented it on the Fun Times web site.

When the visitor clicks one of the links at the top of the page...



### Adult Amusement Packages

Fun Times offers combinations of comedy routines, singing telegrams, and balloon deliveries for any adult occasion, from corporate get-togethers to private parties.

Click on any of the following package information items, or scroll down and read them all. If you have any questions, [contact us!](#)

- [Costumed Balloon Delivery](#)
- [Telegram Comedy Skit](#)
- [Professional Comedian Skit](#)
- [Robert White Comedy Shows](#)
- [Caricature Artist](#)
- [Dancers](#)
- [Show Level Magician](#)
- [Professional Disc Jockey & Karaoke](#)
- [Adult Amusement Package Costs](#)

...the corresponding subsection is displayed, as shown below. The visitor need only click “back to top” to return to the list and select a different subsection.

### Robert White Comedy Shows

Robert White is a phenomenal comedian who has been entertaining audiences during his entire adult life. [Click here](#) to read more about his successful career! He offers a 45-minute or 20-minute show, both of which consist of comedy, magic, and audience participation. These are fun shows that, once started, you can't stop. These “R” rated shows are spicy but not offensive. If you are easily offended, they can be modified to a “G” rating.

Shows can be generic, or they can include personal information that you supply for events such as company or private parties, so that the show can revolve around and include specific members of your audience. If you are ready to have a good time, this is the show to see!

[back to top](#)

## Site Map

Wizard’s web site is very large, has multi-tiered levels of information organization, and, by our rough estimate, contains 64 main pages (including all product pages) with 50 secondary pages that are opened by clicking on embedded hypertext links (i.e. regular text links on the main pages). (This rough estimate does not include your store page.) Therefore, Lyon Technologies, Inc. strongly recommends the addition of a site map to your site.

Although we will certainly make it as simple as possible for visitors to find and access any information that they need on your site by using standard navigational menus, lists, or bars, a site map will provide a way in which site visitors can find information quickly and also view each page heading within the context of *all* site information. Because of this contextual focus, some site visitors prefer site maps, navigating to them first before using the main menus, even if those menus are “intuitive” and easy to use.

## Quick Links

Because Wizard's web site contains so many pages, Lyon Technologies would like to include a menu or list of Quick Links on every main page in your system (in other words, on every page that contains the primary navigation menu, list, or bar).

We were very pleased to note that Wizard already includes a list of Quick Links on the Home page of your site. We would like to enhance this benefit to your visitors by repeating it throughout the site.

Quick Links are very helpful to visitors because they provide instant navigation to the most frequently visited pages on your site (or, at least, that is what they *should* do). Lyon Technologies recommends that you monitor site statistics, partly in an effort to track the most frequently visited pages on your site (see the *Statistics Monitoring* subsection below); then use that information to update your Quick Links list accordingly. You probably already know which links are the most popular, but monitoring site statistics occasionally reveals surprises about this.

Quick Links can also direct visitors to information that *you* want them to see. Let's say, for example, that you have released a new money-saving product, and you want visitors to read about it. In addition to giving it a spot on your main navigation, you can put a link to the corresponding product page in the Quick Links list, labeling the link, "Save Money with Our New Product, [XYZ!]"



**Note:** This secondary use of Quick Links should be used sparingly. If the Quick Links list becomes too long, people will begin to ignore it. Its primary purpose is to save people time.

## Site Documents

Although many of the PDF documents on Wizard's web site can be viewed with Adobe Reader 5.x, some of them require version 6.x of the software.

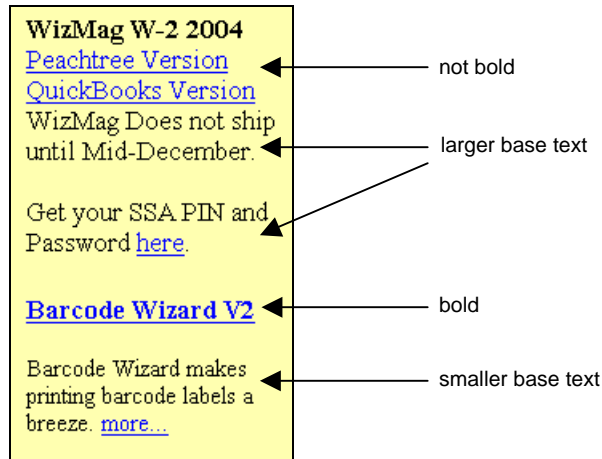
If Wizard's customers were all located in the U.S. and had upscale computer systems, this might work. However, some of your customers are located overseas, and many of them probably have older computer systems. Therefore, Lyon Technologies recommends that Wizard reconvert your source documents to PDF, using a version of Acrobat that is compatible with Reader 5.x.

If you would prefer not to do this, then we recommend that you reconvert the source documents that were used to create 5.x compatible PDFs to 6.x compatible PDFs for the sake of consistency. It doesn't make sense that your visitors need Adobe Reader 6.x for some of your documents but can open other documents with an earlier version.

## Text Styles

### Inconsistency of Fonts

Some of the fonts on Wizard’s site are inconsistent in size. In some cases, font sizes differ on the same page, such as the Home page shown below.



The example above also reveals a similar inconsistency: hypertext appears bold in some places and not bold in others.

Lyon Technologies would like to redesign the Wizard web site in such a way that the text styles remain consistent throughout the site. The best way to accomplish that is to use Cascading Style Sheets (CSS). For more information, see the subsection *Font Tags vs. Cascading Style Sheets* below.

### Standard Conventions for Visually-Impaired Visitors

Red-green color blindness is a relatively common visual impairment. The text styles on Wizard’s CertPay Wizard FAQ page (as well as other FAQ pages on your site) alternate between red questions and green answers. Because this causes problems for colorblind visitors, these styles need to be changed.

The Barcode Wizard FAQ alternates between blue and green text, which is inconsistent with the other FAQ pages and difficult for some color-blind visitors to distinguish, as well.

We recommend that black text be used for both questions and answers and that questions appear in bold text.

When designing text styles at Lyon Technologies, we choose colors according to the guidelines suggested in the online article *Are Your Web Pages Color Sensitive?* by the web site columnist Jennifer Kyrnin.<sup>4</sup>

### Unlinked Underlined Text

Because hypertext links usually appear as underlined text on web pages, it is not a good idea to underline unlinked text when presenting material on the Web.

Some of the pages on the Wizard web site contain unlinked underlined text. For example, on one of the Technical Support pages, an entire sentence appears in bold, underlined text, as does the word “all” in the preceding paragraph (shown below):

### A WORD ABOUT TECHNICAL SUPPORT

All Wizard programs are thoroughly tested and retested prior to release. The documentation that accompanies each program has been written so that persons who are neither computer nor accounting experts can easily use each program. The documentation explains the purpose of the program and sets forth step-by-step the process of installation and running of the program. Because of the above, all technical support calls to our office are assumed to be billable.

We encourage you to call, but when you do, you will be asked to provide valid credit card information and, unless the call does disclose a defect in our program, you will be billed at our usual technical support rates. **There is no free technical support given for installation or running of the program.**

When you call, we will be happy to explain our rates, as well as give you the time spent on each call.

[Close](#)

Particularly with the “Close” hypertext link at the bottom, this causes confusion. It is difficult to know which text is linked and which is not. Visitors might waste time clicking on these unlinked, underlined sentences and words.



**Note:** Actually, because this Technical Support page is a main page, rather than a secondary “pop-up” page, the Close hypertext link needs to be removed.

### Font Colors

The Wizard web site pages also contain too many text colors. On the Technical Support page shown above, most of the text is black, the last sentence in the first paragraph is teal green, the last sentence in the following paragraph is red, and the hypertext link at the bottom is blue. Using colors to emphasize text is an

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<sup>4</sup> *Are Your Web Pages Color Sensitive?* by Jennifer Kyrnin, June 28, 2004, <http://webdesign.about.com/od/accessibility/a/aa062804.htm>.

acceptable practice in any online document; however, if you use too many colors to emphasize text, they lose their meaning.

### **Font Tags vs. Cascading Style Sheets**

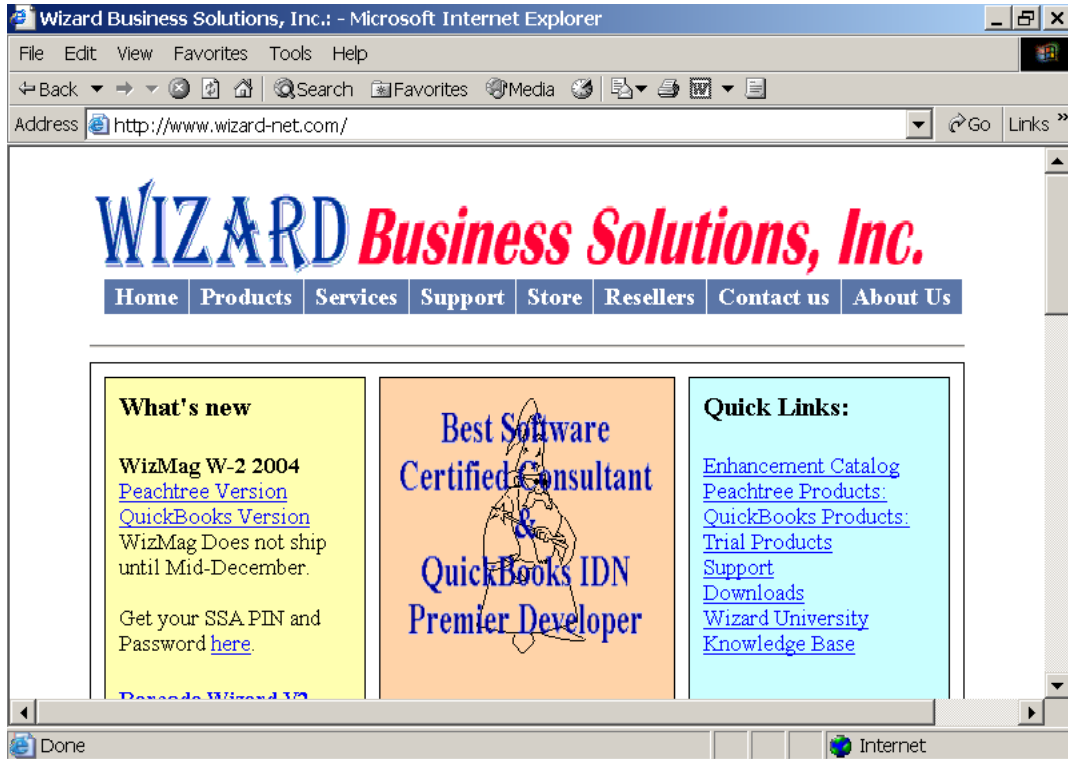
Some of the lines of text on the Wizard web site use HTML “font tags” to control the appearance of text on the page. For example, the red sentence at the end of the second paragraph on the Technical Support page displayed above is controlled by the tag `<font color="#FF0000">There is no free technical support given for installation or running of the program.</font>`.

Lyon Technologies would like to develop Wizard’s web site with a Cascading Style Sheet (.css file) and remove all font tags from your current HTML code. This will separate your form and your content in the HTML code, a step that will benefit Wizard in the following ways:

- In the future, Wizard will be able to change the appearance of the font sizes, types, and colors on your site in seconds by simply resetting the corresponding styles in one CSS file, rather than changing many font tags on various pages throughout the site.
- It will be much faster and easier for Wizard’s staff to update the text on the site if they don’t have to embed font tags and keep track of hexadecimal color codes.
- There is “some talk” that the World Wide Web Consortium (W3C) has “deprecated” font tags (i.e., marked them for extinction) and that browsers will eventually not support them, anymore. (However, it should be noted that the W3C has been considering this step for more than two years, yet browsers continue to support font tags.)

### ***Screen Resolution Optimization***

Upon analyzing Wizard’s site, it appears that it is optimized for slightly less than 800 x 600. We have come to this conclusion because, at a screen resolution of 800 x 600, there is some white space that borders each page, as shown in the screenshot of the Home page below:



At 1024 x 768, there is even more white space:



Lyon Technologies recommends that Wizard's web site be optimized for a screen resolution of exactly 800 by 600, designed in such a way that there is not too much white space when visitors view it at 1024 by 768. In other words, we'd like to design your site so that it fills the screen at a resolution of 800 by 600, but the site looks good at a screen resolution setting of 1024 by 768.

The reason for this is that current statistics indicate that only 1% of web site visitors are viewing at a resolution of 640 by 480. At the opposite end of the spectrum, only 9% of web site visitors are viewing at a resolution *above* 1024 by 768 (these are visitors who view the Web through monitors that are very large and relatively new). The percentage for 800 by 600 viewers is 47, and the percentage for 1024 by 768 is 42. Because these last two percentages are about even and because the number of 1024 by 768 viewers is rapidly growing, we propose to design your site as described above.<sup>5</sup>

## **Graphic Enhancement & Appeal**

### **Web Site**

Because the number of customers has grown dramatically since Wizard's current web site was first designed and Wizard now enjoys an international presence in the software marketplace, your company needs a site with a more professional appearance than the one you have today.

However, "professional" is not synonymous with "complicated." While documenting numerous software projects for corporate accounting departments, we have observed that most users of accounting software are generally not "super-users" of computers. For this reason, we believe that an elegant, simple design is the key to success, not only in your software interfaces but in your web site, as well.

If you select Lyon Technologies to redesign your web site, we will schedule a design meeting with you. During the meeting, we will show you some sample web site designs and use them to discuss your likes, dislikes, and preferences. Your feedback will enable us to prepare a design that coincides with your vision for the site. Once you approve this design, we will start developing the individual site pages.

In the meantime, we have designed a prototype for the Home page your new site, shown below. (All other pages would follow the same theme but would contain white backgrounds with black text for easier reading.) The purpose of this prototype is only to demonstrate Lyon Technologies' design capabilities. We may propose a completely different set of design options after we meet you and determine the focus and vision of your site.

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<sup>5</sup> These statistics can be viewed by visiting the page <http://www.dreamink.com/design5.shtml>.



**Note:** For a clearer image of the prototype in color, visit the web address [www.lyontechologies.com/download/wizard/sample1.jpg](http://www.lyontechologies.com/download/wizard/sample1.jpg). You might need to press F11 to expand Internet Explorer® window to its fullest view to see the clearest image of this graphic on the site. (Press F11 again to return to normal viewing.)

### Content Enhancement & Text Editing

Following a brief, cursory perusal of your site, Lyon Technologies offers the following observations and recommendations regarding the content on your site:

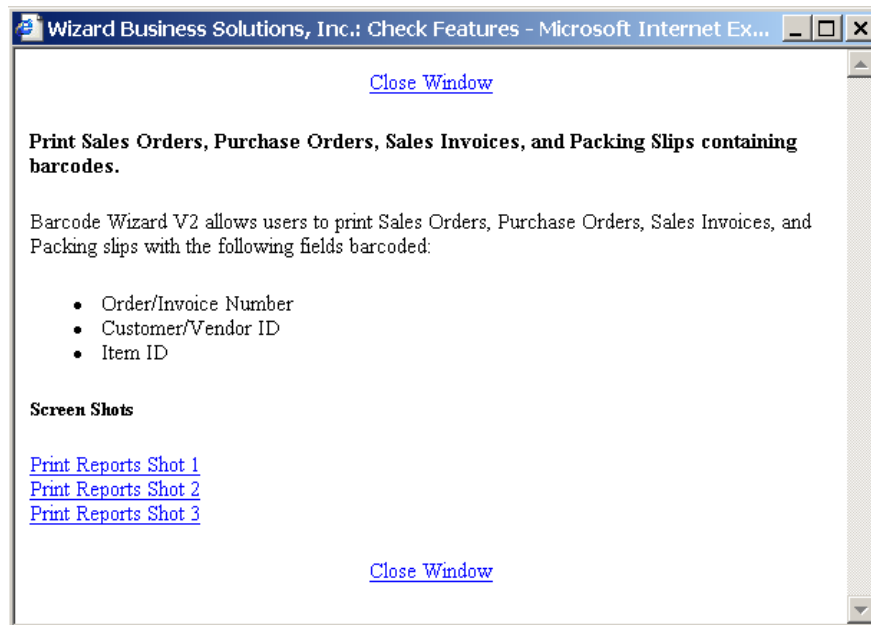
- Add some brief summary information to the Home page about who Wizard is, what type of products you offer, and your basic company purpose.
- The About Us section contains information that should appear in other places on the site, instead. For example, the Products paragraphs should be moved to the main Products page, instead. Also, we would like to include a “corporate profile” on this page (how long Wizard has been in business, who the principals are, etc.).

- Add a list of resellers to the Resellers section of your site.
- Remove the repetitious contact information at the bottom of each page, and display “last updated” dates only on pages where it is pertinent to the corresponding information (for example, it is helpful to provide “last updated” information for Download links).



**Note:** If Wizard would like certain contact information to appear on every page, we can include it in the graphical design of the site. For example, the office telephone number appears in the graphical header of every page on the Fun Times web site, and an e-mail link appears in the graphical header of every page on Gary Shortland’s site.

- The hypertext links for some of your screenshots, such as those available from pop-up windows in the Barcode Wizard section of the site, contain text that is not descriptive (see Print Reports Shot 1, Print Reports Shot 2, etc. below).



The text in these links should match the headings at the top of the corresponding screenshots (Sales Orders, Sales Invoices, etc.). Also, it is not necessary to include “Close Window” links at the top and the bottom of these pages because they are both visible without any scrolling.

These are just a few examples of content modifications that Lyon Technologies would like to discuss with Wizard Business Solutions.

## **Statistics Monitoring**

If Wizard is not using it already, Lyon Technologies recommends that Wizard Business Solutions investigate the possibility of purchasing statistics gathering software, such as WebTrends<sup>®</sup>.<sup>6</sup> Sophisticated software such as this can provide Wizard with valuable information, such as the following:

- The number of visitors to your site per day, week, month, etc.
- The amount of time visitors are spending on your site per visit.
- The most frequently visited web pages on your site.
- The degree to which visitors are “drilling down” the links in your site to the information that is inside it (this is an indication of how well your navigation is working).

You can use these statistics to update and improve your web site. For example, you can use the most frequently visited page statistics to update your Quick Links.

If you begin statistical monitoring before your site is redesigned, you can also compare “before and after” statistics and determine whether or not your site redesign has increased traffic to your site and kept visitors on your site for longer periods of time than they are spending, now. This would provide you with valuable information about the return on the investment you made to redesign the site.

## **Project Resources**

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### ***Lyon Technologies’ Key Personnel***

We at Lyon Technologies, Inc. are highly selective about the individuals who join our staff, whether on a temporary or a permanent basis. Each staff member must have a high degree of technical expertise, as well as the ability to successfully relate to and communicate with non-technical end users. This is vital to our company’s commitment to achieve our client’s goals on a consistent basis.

Our proven track record during the past four years demonstrates our staff members’ ability and commitment: other firms are downsizing; we have been growing.

The two highly trained, communicative Key Personnel identified to redesign and develop Wizard Business Solutions’ web site are as follows:

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<sup>6</sup> Information about WebTrends can be found at <http://www.netiq.com/webtrends/default.asp>.

## **Stephanie Lyon, Project Manager, Developer, and Graphic Designer**

Stephanie Lyon has provided a broad spectrum of programming, administration, management, and training services to the IT industry for more than 15 years. She has served companies such as Lucent Technologies, Nortel, Inc., Data Direct Technologies (formerly Intersolv), Blue Cross Blue Shield, the State of North Carolina, and Zales Jewelers.

Ms. Lyon has designed, created, and administered customized database applications for client-server systems; provided consulting assistance in data warehousing architecture and implementation; coordinated technology efforts with third-party products and vendors; managed software development projects; and provided database administration, report development, and training services. She has also assisted in the conversion of company database systems to Visual Basic/ORACLE and has led development team efforts to interface a remote AS400 database system with local database systems, establishing infrastructure architecture, development policies and procedures, as well as hiring the staff and managing the project. She has provided high-level technical support for OEM clients and designed, produced, and taught classes in SQL, ODBC and other technologies.

Ms. Lyon's work resulted in an increase of more than 600% in revenues for a local information technology consulting firm. The staff at this office grew from 3 people to 13, and she handled all the associated management responsibilities. She was selected to speak at the 2001, 2002, and 2004 International Business Objects User Conferences. She assisted in the integration of PeopleSoft ERP and Business Objects for a global data warehousing effort, including universe design, report development, and user training. Ms. Lyon has conducted user training in the United States, Singapore, Mexico, and The Netherlands.

Ms. Lyon started Lyon Technologies, Inc. four years ago to provide clients with information technology and business intelligence solutions. Her firm specializes in the development of Internet applications using ASP.NET, web site construction, technology training and Business Objects deployments.

Her software experience includes ORACLE , SQL Server, MySQL, Business Objects Suite (including SDK), ASP.NET, PHP, Visual Basic, ERwin, HTML and numerous others. She is a Certified Business Objects Trainer, Certified ERWin & Data Modeling Instructor, and Certified BPWin Instructor.

Ms. Lyon has provided distinguished service to the United States Coast Guard and holds a B.S. in Mathematical Science from the United States Coast Guard Academy.

## Ceil Hall, Technical Writer

With more than 15 years of experience in technical writing, Ceil Hall specializes in helping organizations make positive, effective transitions to new processes and procedures, guiding both management and staff with clear, communicative documentation.

Ms. Hall writes both process documentation and software user manuals in a wide variety of hard copy and online formats, including policy documentation; standard operating procedures; online help for client-server applications; and Web-based instructions for Internet, intranet, or extranet environments. She has created numerous web sites for a wide variety of businesses and institutions. She is proficient in the current authoring tools, including Microsoft Word® for hard copy documentation, RoboHELP® and ForeHelp® for standalone online help, and Dreamweaver® for web-based online help and other web documentation.

Ms. Hall helped Unifi Corporation upgrade their database and inventory management systems in every department, including their Accounting departments and their Human Resource operations in Ireland. She assisted Amdahl Corporation with a new enterprise management system installation in offices throughout the United States Postal Service. She participated in the upgrade of HiCAMS software at the North Carolina Department of Transportation by contributing online help and hard copy manuals to the project. At Sertus Corporation, her documents enabled the Chief Technical Officer to communicate innovative hardware and software design concepts to the company's engineers, as well as to the IT managers of the parent company, Clear Channel Communications. Stock Building Supply, a subsidiary of Wolseley, used her documents to design and install a document imaging solution in their Accounts Payable department, dramatically streamlining their operational throughput. She has worked for Lyon Technologies since January of 2003, creating a wide variety of documentation for the company and its clients, from online help and hard copy manuals to Requests for Proposals, Proposal responses, and web sites.

A Senior Member of the international Society for Technical Communication, Ms. Hall has received six awards, including four online documentation awards and a Pacesetter Award for providing affordable training opportunities for new technical writers. *Intercom* magazine, an international publication for technical writing, has published two of Ms. Hall's articles about technical communication. In May 2000, Ms. Hall was invited to present her work at the STC's international annual convention. She holds degrees from Northwestern University and the University of North Carolina at Chapel Hill.

## Wizard Business Solutions Staff Member

In addition to the two professionals at Lyon Technologies, who will design and develop the new site, the project will require one staff member from Wizard Business Solutions to maintain the site (i.e., update information and upload it to the web site, as needed).



**Note:** If all parties decide to include some stock photography, Lyon Technologies, Inc. will maintain ownership of the original copy of the photographs that we purchase for Wizard's site. However, Wizard Business Solutions will have exclusive ownership of each page that we develop, including the photographs that we enhance, resize, and insert into the site.

## Costs

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Web site development involves a combination of organizational and writing skills, graphic and information design ability, and technical knowledge. Lyon Technologies is uniquely positioned to offer all these skill sets to Wizard Business Solutions with one dedicated two-member team. Both team members are excellent at communicating with both technical and non-technical personnel; we can gather your requirements easily without overwhelming you with technical jargon or corporate red tape.

In keeping with Wizard's request for several levels of pricing and project options, we have divided the project into several manageable tasks. Wizard may hire Lyon Technologies, another vendor, or even your own personnel to perform one, a selection of, or all of the tasks itemized below.



**Note:** The options that follow are not fixed quotes. Lyon Technologies is unable to provide Wizard with more than approximate time estimates at this time because the exact requirements and project complexity are still fairly nebulous. (For example, the addition of an online store adds considerably to the time, as would a very complex graphical interface.) The options below represent Lyon Technologies' "best-guess" at this time regarding the hours and costs associated with each task. We offer them here so that Wizard can weigh the investment in some options versus others in a general way. We will be in a position to offer you firmer quotes after gathering your requirements.

### Personnel Rates

- Project Manager/Graphic Design/HTML Programmer: [REDACTED]
- Database Programming Functions: [REDACTED]
- Technical Writer: [REDACTED]

## Project Options

Lyon Technologies, Inc. offers the following options for redesigning Wizard Business Solutions' web site. Breakdowns of how the estimated totals were calculated are included with each description and time estimate for your convenience.

### 1) Web Site Analysis

Perform only the web site analysis. This will be similar to what we have presented in the *Proposed Design Enhancements* section of this document, but it will be much more detailed.

A web site analysis provides Wizard with the information necessary to determine the size and scope of the project. It includes the following:

- A documented outline of the current site topics, including a list of links on each page. (24 hours)
- Meeting with the principals and/or staff at Wizard to discuss the findings of the initial analysis. Gather information from Wizard regarding the goals and purposes of the site. Determine whether or not additional content needs to be added to the site and where. Determine if any database or dynamic functionality is required (e.g., online order ability; search the catalog, etc.). (2 hours)
- Expand the site analysis accordingly. (8-8.5 hours)
- Create an outline of the proposed new site topics and identify the links among each. (4-8 hours)

#### *Personnel Required*

- Project Manager/Graphic Design/HTML Programmer: [REDACTED] \* 2 hrs = [REDACTED]
- Technical Writer: [REDACTED] \* 38 - 42.5 hrs = [REDACTED] - [REDACTED]

Approximate total average cost: [REDACTED]

Approximate timeframe: 1 week

### 2) Develop Graphical Design Templates

Development of the new web site graphical design templates includes the following:

- Meet with the principals and/or staff at Wizard to discuss likes, dislikes, and general feelings about design and navigation options. (2 hours)
- Design and develop several (at least 3) possible professional graphical constructs consisting of Wizard's logo; a navigation bar, list, or menu; and

assigned places for stock photography and existing graphics, where appropriate. (40 hours)

- Meet with the principals and/or staff at Wizard to review the sample graphical constructs. (1 hour)
- Engage in revision cycles, as necessary. (8-24 hours)



**Note:** The cost of this task is directly proportional to the number of revision cycles that occur. Usually only one cycle is necessary, but there have been instances where as many as 3 occurred

***Personnel Required***

- Project Manager/Graphic Design/HTML Programmer: [redacted]/hour \* 51-67 hrs = [redacted]

Approximate total average cost: [redacted]

Approximate timeframe: 1.5 weeks

**3) Creation of Information Design Templates**

Creation of the new web site information design templates includes the following:

- Convert graphic prototypes to HTML tables (4 hours)
- Design and develop page layout and .css file. Select 3 pages to be used as initial look and feel prototypes (Home page plus 2 additional pages). Apply the navigational structure and graphical construct to the 3 selected pages. (8-12 hours)
- Submit the layout and text styles to Wizard for approval and revisions. Engage in revision cycles, as necessary. (16 hours)

***Personnel Required***

- Project Manager/Graphic Design/HTML Programmer: [redacted] \* 8 hrs = [redacted]
- Technical Writer: [redacted] \* 24-28 hrs = [redacted]

Approximate total average cost: [redacted]

Approximate timeframe: 1 week

#### 4) Incorporate the Current Web Site Content into the New HTML Template

At this point, we move all the content that is currently on your site into the new HTML templates. This involves the following:

- Add the remaining content on Wizard's current site to the new site page layout. If needed, reorganize and edit some of the text on the individual pages. Select, enhance, and insert stock photography, where appropriate. Convert PDF documents to Adobe Reader<sup>®</sup> 5.x for congruency (if Wizard agrees to convert 6.x documents to 5.x). (160-240 hours)

##### *Personnel Required*

- Project Manager/Graphic Design/HTML Programmer: [REDACTED] \* 16 hrs = [REDACTED]
- Technical Writer: [REDACTED] \* 160-240 hrs = [REDACTED]

Approximate total average cost [REDACTED]

Approximate timeframe: 4-6 weeks (depending on site organization/reorganization)

#### 5) Add Dynamic Database/Store Functionality

Add dynamic database and online store functionality to the web site if required. (hours unknown; depends on the complexity of the programmatic code that must be written in accordance with your requirements, database setup, etc.)



**Note:** This option can be added to the web site after it is redesigned (i.e., as a "Phase 2" project).

##### *Personnel Required*

- Database Programming Functions: [REDACTED]

Approximate total average cost: Unknown

Approximate timeframe: Unknown

#### 6) Test New Web Site

Test all site links, perform general web site editing and spell checking, and submit site for formal review. (8 hours)

##### *Personnel required*

- Technical Writer: [REDACTED] \* 8 hrs = [REDACTED]

Approximate total average cost: [REDACTED]

Approximate timeframe: 1 day

**7) Revisions Following Formal Review**

If necessary, make revisions to the site according to feedback we receive from the formal review. (2 days)

***Personnel Required***

- Technical Writer: [REDACTED] \* 16 hrs = [REDACTED]

Approximate total average cost: [REDACTED]

Approximate timeframe: 2 days

**8) Site Delivery**

- Document "Site Update" instructions in MS Word format. (8 hours)
- Conduct on-site one-to-one training (if necessary) (2-4 hours)

***Personnel Required***

- Technical Writer: [REDACTED] \* 10-12 hrs = [REDACTED]

Approximate total average cost: [REDACTED]

Approximate timeframe: 1.25 days

**Note about Time & Billing**

The minimum time to be billed for any unit of work will be ½ hour, with increments of subsequent ½ hours, regardless of whether work is performed at our location or performed Wizard's location.