

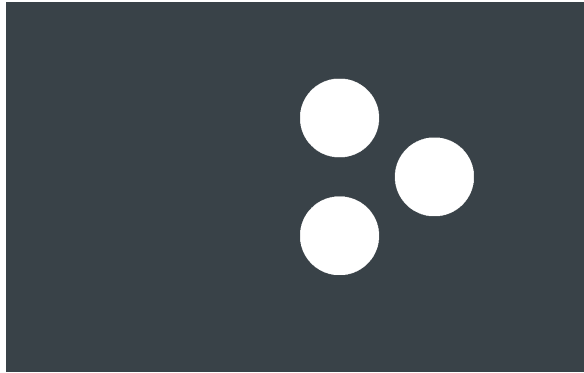


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# THE START OF AN EXCITING JOURNEY...

Dear City of Coconut Creek,

We are delighted to present Astriata's proposal for the City Website Design and Implementation to support the city's goals of unifying, modernizing, and streamlining coconutcreek.net to better align with Coconut Creek's Vision 2030 as an "innovative, inclusive, and progressive community with a small-town personal touch." Having thoroughly examined your request for proposal (RFP), we are confident that our solution will not only empower you to effectively engage, support, and connect residents of Coconut Creek but also demonstrate the city's commitment to accessibility, sustainability, and community service, ultimately fulfilling Coconut Creek's mission.

The online experience is more critical today than ever before. At Astriata, we create **effortless experiences that provide access to information that empowers people to make informed decisions**. To this point, the name Astriata is inspired by a part of the brain known as the "striatum," associated with decision-making, motivation, cognition, and emotion. These aspects play an important role in the user experience and represent areas we strive to guide through human insights, data, design, and technology.

We welcome the chance to join you on your journey to a refreshed and ADA compliant online presence where content is streamlined and navigation is improved to showcase the beauty and community spirit of Coconut Creek. Our plan leverages more than 22 years of experience in website design and development solutions that resonate with users and drive results that meet our client's objectives.

We'd love to discuss our proposed solution with you and your team. Meanwhile, if you have any questions, please reach out to me personally.

Best wishes,

Aline Lin  
CEO



# 1.0 EXECUTIVE SUMMARY

**“By designing with accessibility in mind, we are designing for our friends, families and future selves.”**

–Alistair Duggin, Accessibility Specialist

We understand the need for local governments to have accessible and captivating websites where community members and elected city officials alike can convene and share information. The City of Coconut Creek website, like many city websites, contains an abundance of various city-related information, which can be challenging for admins to organize and for users to navigate. In addition to maintaining necessary information for its citizens, such as details of elections, emergency services and taxes, coconutcreek.net also highlights its uniqueness as one of the best places in Florida to live, visit, and do business. The future is bright in Coconut Creek! In order to make coconutcreek.net as welcoming and inclusive as the city itself, the website should reflect the mission and values of Coconut Creek’s Vision 2030. ADA guidelines will be applied to bring the site into compliance with WCAG 2.2 guidelines. Navigation will be improved, and design will consider Coconut Creek’s identity as the butterfly capital of the world, the most environmentally-friendly city in Florida, and a small town with its eye on the future.

To build the foundation for Coconut Creek’s new and vibrant online presence, our approach takes us from having an in-depth understanding of your audience and website as it is today, strategizing on and implementing solutions for your website launch tomorrow, and ensuring you are ready to meet the challenges of the future. We leverage our experience in balancing insights, design, and technology to create a user experience that is seamless, intuitive, and as harmonious as the city of Coconut Creek itself. As you work with Astriata, you will discover we are adept at incorporating user feedback to refine the application through our agile approach. This means our solution will be explicitly tailored to you and your specific users.

As a certified Sitefinity partner, the Astriata team is highly skilled at both implementing Sitefinity as a new solution and working with current Sitefinity users, like the City of Coconut Creek. With Sitefinity, content



# 1.0 EXECUTIVE SUMMARY

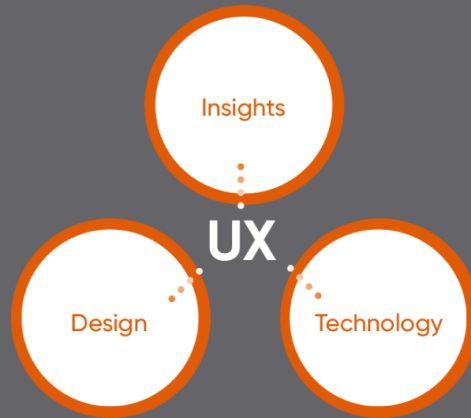
editability is possible from the earliest phases of development. Our development plan is built around the release of a prototype, a beta product, and periods of user testing.

Our goal is to work collaboratively with the City of Coconut Creek to evaluate current data and to find opportunities to streamline and optimize the site architecture as well as business processes associated with the website. In addition, through research and strategy, we will position coconutcreek.net to appeal to, support, and inspire site visitors. Having a thorough understanding of the City of Coconut Creek as a place to live, work, and visit provides the basis for the way in which we approach the website redesign. We have examined Coconut Creek's Vision 2030 and incorporated this strategic plan into our methodology for devising a design solution.

Astriata will conduct in-depth interviews with Coconut Creek's key audiences. The results of these interviews, in conjunction with the data available in Coconut Creek's Vision 2030, will enable Astriata to create an engaging design that pushes the boundaries of your typical city website. Astriata's skilled design and development experts will evaluate each section of the website and determine the best path forward for intuitive functionality. The results of our unique brand of design thinking facilitate development of a proposed UX framework and interface that not only captures the energy and values of Coconut Creek, but also truly serves the needs of residents, businesses and employees of Coconut Creek. Our experienced multidisciplinary team will ensure your website, built with HTML and CSS best practices, meets all accessibility compliance guidelines according to WCAG 2.2. Our UX design also considers ease-of-use for staff who need to periodically or frequently update content on the website.

Our plan allows for completion of the work by the start of October 2024. We've based our project timeline on a lean iterative agile approach, and we've also included additional optional services for you to choose from. The proposed cost is \$93,623. This plan will build the foundation to meet your goals by having an in-depth understanding of your audience and website as it is today, strategizing on and implementing solutions to address these issues for your website launch tomorrow, and ensuring you are ready to meet the challenges of the future. We invite you to discover Astriata and why we are your best partner for this journey.

# 2.0 ABOUT ASTRIATA



## 2.1 Designed to inform. Informed by design.

At Astridata, our work is designed to empower people with the information they need to make informed decisions.

Astridata's history shapes who we are today and defines what makes us unique. Two decades ago, Aline Lin co-founded Link Studio, a biomedical visual communications studio in which scientific, behavioral, and design best practices intersect. Extensive training in a unique medical and biological illustration graduate program at Johns Hopkins School of Medicine enabled Aline to **effectively communicate and visually organize complex information for a wide range of audiences. It also taught her the importance of a user-centric approach**, in which key messages are teased from large volumes of information, and stories and visuals guide target audiences through dense material and content. Astridata's three key differentiators evolved from this background and over 22 years of experience:

1. **Our robust, evidence-based methodology** incorporates user research, human insights, and usability testing with our proprietary usability testing application, **UserHappy®** to inform your website strategy.
2. **Our application of cognitive psychology principles to our design, giving you an optimal user experience.** Our newsletter, *Lightbox* provides [insight on psychology in design](#).



# 2.0 ABOUT ASTRIATA

3. **Our culture of curiosity propels us to stay at the forefront of technology.** Our team at Astriata thrives on problem-solving, research, new approaches, and creative thinking.

## 2.2 Quick Facts and Stats

- Astriata is an [award-winning](#) creative agency, **founded in 2002.**
- We are **Maryland-certified as a woman-owned, minority-owned small business.**
- Our team has served more than 400 clients in both the public and private sectors, including: **associations, healthcare, nonprofit, higher-education, state and federal government agencies, and B2B.**
- Our award-winning services span branding, **web design and development, content management system (CMS) implementation and integration, print design, animation, digital marketing, social media marketing campaigns, and usability testing with our proprietary application, UserHappy®.**
- Astriata is CMS/DXP agnostic. We work with and support **WordPress, Sitefinity, Craft, and Drupal among other CMS.**

## 2.3 Select Clients

Astriata has worked with clients that span government, healthcare and association sectors. This breadth of experience has given us an in-depth understanding of your critical audiences. The following are a few of our clients we have worked with over the years.

- Chicago Metropolitan Agency for Planning
- Climate Leadership Council
- Department of Veteran's Affairs
- Federation of American Societies for Experimental Biology (FASEB)
- Government Employees Benefit Association (GEBA)
- Greater Capital Area Association of Realtors (GCAAR)
- Indiana Economic Development Corporation (IEDC)
- Merchant Advisory Group (MAG) (merchant, payment services, retail)
- Maryland Department of Health
- National Association of Professional Employer Organizations (NAPEO)
- National Exchange Carrier Association (NECA)
- National Museum of American History, Smithsonian Institution

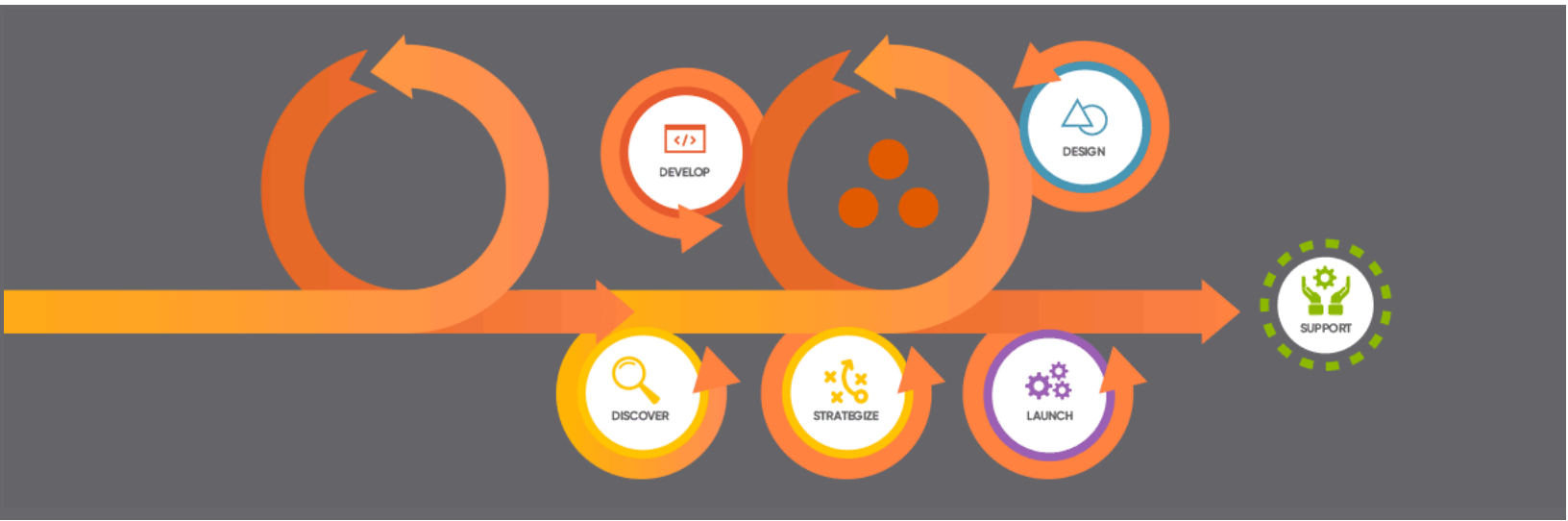


## 2.0 ABOUT ASTRIATA

- National Museum of Natural History, Smithsonian Institution
- New Mexico Judiciary
- Ohio-Kentucky-Indiana Regional Council of Governments



# 3.0 PROJECT PLAN



## 3.1 Project Methodology

The backbone of a successful project starts with effective project management. Our lean agile project management approach includes:

- Milestone tracking, including release and post-release demonstrations, and backlog management
- Communications, such as weekly meetings and summaries
- Budget tracking, including a report on hours tracked, burn rate, and a burndown chart
- Risk assessment, timeline management, and an escalation plan

Astriata’s project methodology allows for adherence to deadlines and budget, while remaining flexible in response to discoveries as the project evolves. When changes happen, we pivot and quickly accommodate them. We use standard project management tools, such as **Monday.com**. Each client has access to a **central password-protected portal and a drive to share files with the team**.

We bring value to our clients through our experience and expertise. We take a **proactive** approach by asking **the right questions**, bringing **additional perspectives**, and **creative problem solving**.

We value transparency, collaboration, and clear, consistent communication. We strive to build rewarding, long-term partnerships so together, we can work toward your success.



## 3.2 DISCOVER

### Discover Overview

Astriata is uniquely positioned to address Coconut Creek's current site challenges. We have worked with several clients who maintain content-rich websites and who need help prioritizing, organizing, and structuring their content to deliver a more intuitive and fluid experience to users and internal staff. With over 22 years of experience in government, healthcare, education, and professional association websites, we have a deep understanding of your diverse audiences from residents, local policy makers, community leaders, visitors, business owners and those looking to do business in the area. We have worked in both the private and public sectors.

Our approach is **evidence-based and mission driven**. While this project does not require user research, we can draw upon our experience with local government and economic development websites and apply our expertise and best practices to Coconut Creek's website. With that understanding in mind, we ensure a welcoming, intuitive, modern, streamlined, more interactive, and seamless experience for users. Our proven process of merging our three core capabilities in usability, design, and technology results in an online strategy that yields an optimized user experience directly tied to greater user satisfaction and interaction, higher traffic and a sense of unity throughout the site.

Our first step is to jump right in and quickly immerse ourselves into the current website and any existing information to build the foundation of knowledge needed to strategize on intuitive site structure.

### Project Kickoff

- We confirm team and project stakeholder roles.
- Astriata and Coconut Creek review the project plan, scope, and timeline.
- We discuss and agree on the objective, desired user experience and measurable outcomes.

### Preliminary Research

Astriata gathers existing pertinent background information and research from Coconut Creek to gain a deeper understanding of the project, mission, and community goals. In addition to working with the Coconut Creek project team, we will also leverage the valuable information contained in the Coconut Creek Vision 2030.

- We identify gaps in research and information.



## 3.2 DISCOVER

- We research similar websites and examine their online presence and strategy as it relates to your goals.
- We conduct a content inventory to understand the number pages and related assets that currently exist. This also serves as a site map for the current website and reference point for future mapping.
- We immerse ourselves in the resulting information and draw upon our experience in various sectors to provide new perspectives and solutions.

### Content Strategy

At Astriata, we take content seriously: Content is the foundation of your site, the way in which you communicate with your audience, and when implemented successfully, a powerful tool for creating loyalty and trust among your users. Our goal is to understand the current content and provide basic recommendations for improvements to both the content itself and to the way in which it's accessed. The following activities are included:

**Content inventory:** Astriata provides an inventory of pages and files such as PDFs, documents, and media files.

**Content audit guidance:** A strategic approach ensures that the most relevant content remains, while unnecessary content is pruned to make room for new content. Identification of 404 errors, bad links, missing meta descriptions, broken links, and orphan pages provide a starting point for the audit. Astriata will provide guidance to Coconut Creek's during their content audit.

**Taxonomy Guidance:** Taxonomy consists of a series of categories and keywords used to tag content with specific terms to improve search speed and usability and to identify related content. Taxonomy can also influence navigation, menu items, content folder structure, and content migration. Astriata will work with Coconut Creek to make recommendations on effective tagging.

### Audience

The core of what makes our process effective is our focus on developing a deep understanding of your target audience. To meet the needs of Coconut Creek's RFP, we have streamlined our process to prioritize ADA compliance and general usability. In lieu of a more extensive discovery phase, we will conduct in-depth interviews and acquire information from Coconut Creek's internal stakeholders, as well as the data contained in the city's Vision 2030 and current website, to inform our research methodology.

It is our understanding that your primary external stakeholders include:



## 3.2 DISCOVER

1. Community leaders and residents in the City of Coconut Creek.
2. Prospective visitors to Coconut Creek.
3. Business owners in Coconut Creek.
4. People considering doing business in Coconut Creek.

### In-Depth Interviews

**NOTE: Astriata will review existing information provided by Coconut Creek, including input from the public and the City Commission, to understand individual perspectives. This project will be driven by the input already gathered, coupled with analytics data. All of this information will be provided by the City.**

#### **Number of Participants:** 5

**Purpose:** To understand the individual's perspective, decision process or reactions, and how they compare with other individuals

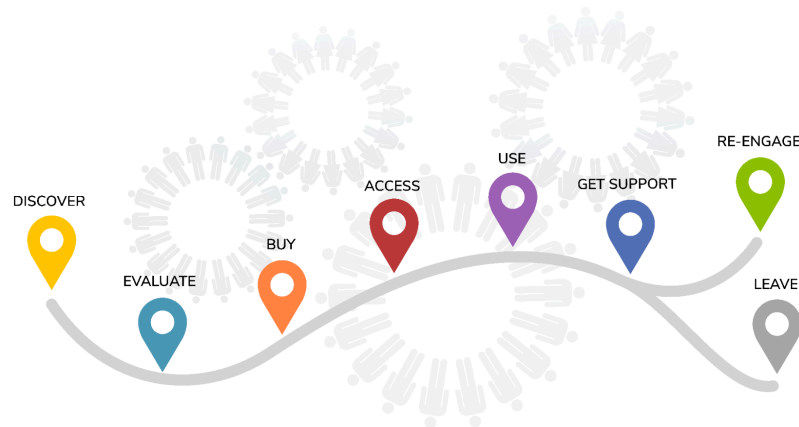
One-on-one interviews offer individuals more time and opportunity to talk about their experiences through an in-depth conversation without interference from outside influences. These interviews are designed to elicit feedback and input on a variety of topics related to perception, brand, functionality, and differentiation points, in addition to content and visual design.

- **Internal stakeholders** can provide important insights, data, business objectives, and knowledge about internal processes, including what has been successful and what has not. These stakeholders have an understanding of the scale of the problem and what solutions would be realistically viable. During in-depth interviews, we also seek to map deep-rooted assumptions and associated risks that may require further exploration, such as what user behaviors, attitudes, and motivations are assumed.
- **External stakeholders** provide insights about your target audience(s), including their pain points, desires, attitudes, and motivations.

## 3.3 STRATEGIZE



### Strategize Overview



Through the interviews **provided by Coconut Creek**, and our experience, our goal is to develop a thorough understanding of how your audience engages with your site throughout all stages of their interaction with coconutcreek.net.

### Content Migration Plan

- We understand that content migration can be quite an undertaking and requires thoughtful coordination. Our team will guide you through this process and provide documentation.
- Content migration falls into two categories: unstructured content and structured content.
  - **Structured content** is content that can be migrated programmatically with the use of scripts, imports, and exports from one database or flat file to another. Astriata performs this type of migration when possible. Typically news, blog pages, and product catalog are examples of what may be structured content.
  - **Unstructured content**, which consists of content elements outside a database or content with inline HTML code, images, or variable media elements, often needs to be moved manually.

The truth of the matter is that most content is unstructured and requires a level of human intervention to make it engaging. We like to think about content migration as thoughtful content design. Astriata will give advice on your internal content governance strategy to ensure that the integrity of the website is maintained over time and that the website continues to support the mission and objectives of Coconut Creek.



## 3.3 STRATEGIZE

- Areas of governance include: Development, maintenance, infrastructure, and leadership. We consider budgetary constraints, necessary tools, existing processes and the role that each team member plays.
- Processes and workflows, such as how content is created, published and maintained, are outlined to provide standards, structure and clarity.
- It is important to remember that content governance is an ongoing process and a regular cadence should be established to ensure that the site consistently meets the needs of your members.

### Outcome of the Strategize Phase

#### Information Architecture (IA) and Wireframes

- Based on the activities conducted during the Strategize phase, Astriata formulates the IA of the website. This visual diagram serves as a high-level outline of the organization of the site pages.
- Wireframes are developed for unique pages, such as the home page and secondary pages. Wireframes serve as a blueprint for the types of content expected on the page. They do not represent the design layout.
- These wireframes are annotated with notes on the expected functionality and serve as part of the functional requirements documentation.

#### Functional Requirements

Astriata develops the functional requirements of the redesigned site and template to ensure that they function as intended. These are documented on the annotated wireframes.

We have, at this point, gathered in-depth information on your target audience and where the website is today, and we have begun to envision how your website of tomorrow looks and acts. We follow our Strategize phase with the Design phase.

#### Expectations of Coconut Creek

A successful Strategize phase requires a collaborative team effort. To ensure that this happens, we will need Coconut Creek to...

## 3.3 STRATEGIZE



- Provide an introduction to participants/or send information to participants required for user research and assessment activities. Astriata will then provide the information you need to send to users. Participant recruitment can be provided for an additional fee.
- Provide access to your analytics account, search console, Sitefinity account, hosting account, and member login.
- Provide any existing relevant research.
- Provide timely consolidated feedback and include important decision makers at key points of the project. We can discuss what those may be for Coconut Creek.
- Attend regular weekly meetings with the core team.

## 3.4 DESIGN



### Design Overview

Astriata has the unique capability and experience of **knowing how to translate insights from user testing and data into tangible design**. Our designs are not only aesthetically pleasing but also intentional and purposeful. We believe that form follows function and that every design element serves a purpose.

Many of the websites we have designed contain significant content targeting various audiences with differing needs. We are used to navigating through competing priorities and **striking the right balance between usability, accessibility, functionality, and aesthetics**. Just knowing best practices is simply not enough when it comes to building an effective website that delivers an optimal experience to users. We consider everything in context. This is where our two decades of experience and success come into play.

Visitors to the new website will encounter a clean, contemporary and engaging design that reflects the progressive and inclusive mission of Coconut Creek. There is an immediate sense of community. The quality and thoughtfulness of the design will communicate the vision and spirit of Coconut Creek as a safe place with a small-town feel. The navigation and access to programs, products and services is clean and intuitive.

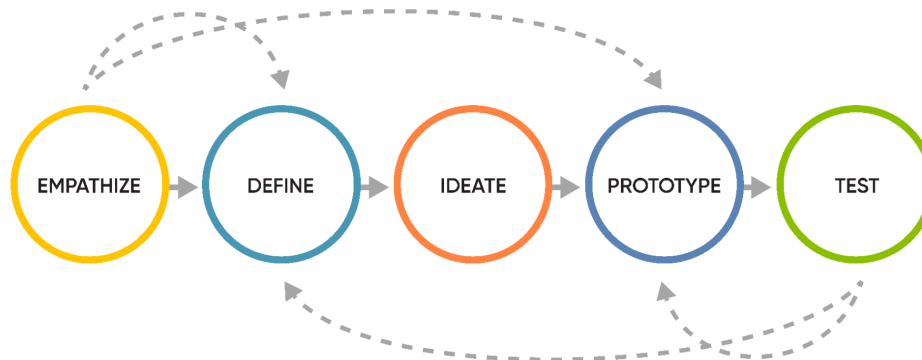
We also apply “design thinking” to humanize the design, so that every element addresses a human need.

The steps involved in design thinking work well with our agile approach:

- **Empathize:** We use the personas we have developed to better understand user motivations, barriers, decision-making processes, needs, and challenges.
- **Define: With personas in mind, we are in position to** further define the problem to be addressed.
- **Ideate:** We brainstorm creative ways to deliver the information in an engaging and meaningful way that resonates.
- **Prototype:** Next, we visualize the idea through design.
- **Test:** We gather user feedback to refine the solution.



## 3.4 DESIGN



Through this process, our team taps into prevalent behaviors and beliefs, while using the personas we developed, along with our knowledge of cognitive science and psychology, to design the site in a way that addresses any challenges users might face. We empathize with the individual to better understand motivations, barriers, and decision-making processes, and we brainstorm creative ways to deliver engaging and resonant information.

This user-centric approach ensures that the journey is not accidental, but rather a guided experience.

### Atomic Design Methodology

As the name suggests, the atomic design methodology is founded in chemistry. Here, the basic, or the atom, represents any basic element of a website, such as a search text field or a button. Different atoms have different properties, and the combination of these atoms creates molecules and then organisms—or, in the digital design world, website templates and pages. The final result is a purposeful unit that is greater than the sum of its parts.

What are the advantages of this approach? Creating an interface that is both a whole and a collection of various parts allows for a UI that is functional, consistent, modular, scalable, and flexible for future content. This methodology works especially well for a mobile-first design.



## 3.4 DESIGN



### Cognitive Psychology

Many aspects of design and usability are rooted in cognitive psychology. Our background enables us to know how to apply these principles in design to achieve an optimal user experience. To see examples of how we integrate elements of cognitive psychology into our work, see this recent edition of our newsletter, [Lightbox](#).

### Diversity, Equity, and Inclusion (DEI)

As an organization committed to DEI, our design process involves ensuring that different perspectives are taken into account and that a wide range of voices are heard. Our in-depth Strategize phase based on thorough user research speaks to our commitment to DEI. We will make sure that your website doesn't leave anyone behind. We have spoken at the The Nonprofit Technology Enterprise Network (NTEN) and Mid-Atlantic Legal Marketing Association (LMA) conference on "[Inclusion in Website Usability](#)." [We invite you to read our newsletter focused on DEI and design](#).

### Website Design Process

The outcome of our design thinking approach is a visually compelling, thoughtful, rich and stimulating user experience. Our team is always thinking about how design affects the user experience. Through our experience, insights, and evidence-based data, we can make strategic recommendations and decisions about design. Our solutions are not the result of plugging variables into a formula; rather, they are the result of designing in context and balancing the data with aesthetics to create the most engaging experience.

Coconut Creek's online presence is critical to conveying a genuine representation of the idyllic community where residents can enjoy a small-town sense of safety and familiarity, where local government prioritizes sustainability, inclusiveness, and progress toward the future. The new design will be modern yet inviting. We

## 3.4 DESIGN



are very aware of being efficient with the real estate on the page and creating a clear focus and hierarchy of information. The most important pieces of content will be above the fold.

As the number of mobile users rises, a mobile-first approach may best suit your audience. When designing for mobile first, we prioritize a smaller screen and focus on the necessary core functions. Then, as we design for larger screens, we can add additional features that compliment the core design and functionality. We also take into consideration the fact that user behavior is different on a mobile device. For example, mobile design considers the “thumb zone,” which is a measurement of thumb reach when an individual is holding a mobile device. The distance for fingers and thumbs to reach navigation will determine the placement of key navigation. Likewise, we understand that mobile users tend to swipe and pinch or expand screens with their fingers.

Our process includes:

- **Two initial concepts for the home page.** We consider how to diffuse your brand to your website and how to use color, typography, composition, and texture in your design. Ultimately, we strive to create a design that is not only functional but also clear in its navigation, hierarchy of content, and ease of use. The designs will incorporate all the pertinent building elements noted in the RFP. In doing so, we employ best practices for web accessibility, usability, and consistency during the creative design process.
- **One finalized home page concept for both desktop and mobile.** When we present the first design concepts, we gather consolidated feedback to facilitate efficient refinement of our creative concepts. After receiving and responding to feedback, Astriata presents the revised versions for your review and feedback. Once design directions have been approved, our team will then finalize the home page concept and begin the designs for the next series of page designs. This process will continue until all pages are approved and complete. Our designs are always responsive on desktop, laptop, tablet and mobile devices.
- **Two concepts based on the home page will be developed for the department-centric internal pages such as Parks & Recreation, Police and Fire.** Within these structures, we design modular components that can be utilized for optimal content presentation. For example, accordions may be used to better organize and present a large amount of content that can be broken into sections. Another structural set of elements might include a photo, heading, and body copy styled for a specific type of content. Having various page designs allows for a balance of consistency and flexibility for scalability.



## 3.4 DESIGN

The design takes into consideration all the information gathered in the earlier steps, culminating into the much-anticipated interface that presents a unified digital experience.

As part of the agile process, if there are pages where the collective team is undecided about an approach, we are able to pivot to collecting user feedback and making adjustments at almost any stage of the process. Our approach is flexible and accommodates for checks and balances.

### Content Design

Astriata understands the importance of content and this is why we are so thoughtful when it comes to integrating your content with our design solutions. We create a custom solution that communicates your brand and message to your target audiences. Through design, we celebrate and amplify what makes Coconut Creek unique. We focus on the user journey and the way in which your specific users are navigating your site and content. With this in mind, we can improve the user experience and make your site and its content more engaging. We think carefully about everything from font choices and custom icons to color palette, alignment, fluid responsiveness, and how to present information. There is no detail too small or insignificant when it comes to creating a lasting impression through your online presence.

At Astriata, we are uniquely positioned to optimize your site's usability, thanks to the multidisciplinary backgrounds of our internal team: we are a highly eclectic blend of professionals with academic expertise and career experience in graphic and web design, web development, usability, cognitive psychology, linguistics, healthcare, and biomedical communications, among other things. This breadth of experience allows us to provide creative solutions that are specific to your needs.

### A Holistic Approach

Astriata understands that your website is just one part of a comprehensive strategic plan. To help our clients reach their objectives, we take a holistic approach and consider how the website can be strategically designed and customized to work in concert with all other elements of a business plan. We offer services and support on everything from branding and print collateral to marketing campaigns, trade show booth designs, ads, videos, animations, infographics, usability testing, and integrating metrics to evaluate and measure goals. Our experience in these areas and ability to see the bigger picture has contributed to our reputation as a reliable business partner and trustworthy resource on which our clients can depend.

## 3.4 DESIGN



### Accessibility

At Astriata, we believe that all website users must have access to online information to gain knowledge and make informed decisions. We've worked extensively with various organizations and government agencies on meeting Section 508 and Web Content Accessibility Guidelines (WCAG) 2.2 Level AA compliance. Likewise, we've worked on numerous federal and state projects that require accessible deliverables that meet the required standards.

To meet accessibility objectives and guidelines, we design and build with accessibility best practices in mind. Our work meets Section 508, ADA, and WCAG standards. Our team employs a hybrid approach by testing for WCAG 2.2 Level AA standards (as it is the most stringent of the three standards) both manually and with applications that automate the testing. Manual testing, for instance, is still needed for keyboard accessibility testing and reviewing tabbing order.

The kinds of accessibility issues we address include (but are not limited to):

- Providing sufficient contrast between text and background color
- Creating logical alt tags for images
- Tagging content properly to reflect the hierarchy of the content
- Implementing code that enhances keyboard accessibility and that is friendly for screen readers
- Tabbing order through content
- Advising on how to create accessible PDF files, video files and interactive modules
- Conducting an accessibility audit and mitigation (OPTIONAL)

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*"The power of the Web is in its universality. Access by everyone regardless of disability is an essential aspect."*

*– Tim Berners-Lee, inventor of the World Wide Web*

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**As an optional service, an accessibility audit can be conducted if desired, followed by mitigation.**

## 3.4 DESIGN



### What We Achieve During the Design Phase

- Astriata leverages our expertise in web design to create meaningful, effective templates to support your objectives.
- We integrate your brand successfully.
- The design offers an engaging home page that clearly communicates Coconut Creek's messaging.
- Site pages reflect the theme established by the home page.
- Design will support the new logical and intuitive navigation structure.
- The iterative design process will allow for feedback and revisions.
- Astriata increases opportunities for meaningful on-page interactions.
- Astriata addresses and mitigates accessibility compliance issues related to design.

### Expectations of Coconut Creek

For a successful Design phase, we will need Coconut Creek to...

- Provide timely consolidated feedback and include important decision makers at key points of the project. We can discuss what those may be for Coconut Creek.
- Provide brand guidelines.
- Provide website content.
- Attend regular weekly meetings with the core team.

## 3.5 DEVELOP



### Development Overview

#### Astriata Proposed Technologies

At Astriata, we carefully choose your technology and customize it in ways that enhance the overall user experience and achieve goals outlined above in our focus and philosophy.

#### Front-End Development

The development phase begins with Astriata developing HTML/CSS templates based on the design reviewed and approved by Coconut Creek during the design portion of the project. The HTML/CSS templates serve as building blocks to be implemented into Sitefinity and developed to accommodate a wide range of content.

Before development begins, Astriata works with you to establish a testing plan for the templates to ensure they meet audience and user requirements, both from a usability and an accessibility standpoint. Astriata will complete the following tasks:

- Develop HTML/CSS templates based on the approved designs.
- Develop templates and pages to meet specified test and audience requirements.
- Develop HTML/CSS templates using responsive web design (RWD) techniques to provide a seamless experience for users across devices, such as notebook/desktop, smartphones, tablets, and widescreen monitors.

Following approval of the templates, Astriata will implement them into Sitefinity. This will provide the site with a new look and feel, a new navigational structure, and a new content management functionality.

#### Back-End Development

Astriata will implement Sitefinity page and widget templates as well as develop any additional custom widgets on to a development environment. Astriata understands the development environment will be a clean version of the City's current website and we will use the Sitefinity platform to edit templates, upload image/video assets, and apply throughout the pages on the platform.

## 3.5 DEVELOP



### Content Entry and Usability

Initially, our efforts with Coconut Creek will be to bring the current website content and assets that are selected for re-use to the new platform. This new platform comes with an easier and more streamlined process for building consistent and responsive layouts, content, menus, pages, site search, tracking, and SEO. It also allows for even more features in future iterations such as personalization.

The second focus of our development team will be to streamline the content entry process with custom widgets and custom content types, and to separate design and style information from the content itself.

Third, our development team will contribute documentation and guidelines for the content editor training, during which Astriata will develop and address questions or concerns such as copying and pasting, formatting, the creation of pages, reuse of templates, and on-page elements.

### Upgrades and Migrations

Our Sitefinity development team has implemented several websites on the recent 14.x and 15.0 versions of the CMS, in addition to long-standing experience with older versions from 9.x onward. Of note, our team has been called on to port existing websites and content from the older Forms paradigm and template technology to the newer MVC and .Net Core Renderer ones multiple times in the past.

### Search Engine Optimization (SEO)

SEO best-practices are part of our design thinking and implementation from the very beginning of the project. Sitefinity enforces several SEO best-practices out-of-the-box (unique/canonical page urls, readable urls, hierarchical sitemap with "last updated" dates, meta descriptions and semantic content tags) and Astriata will leverage these in the new theme. Astriata will provide additional guidance and standard operating procedures (SOP) that will describe the use of headings and a strategy to maintain unique page titles and unique descriptions.

### Develop Phase Deliverables

- New Coconut Creek website code and database, running on the Sitefinity CMS
- Developer documentation
- Configured Google Analytics container



## 3.6 LAUNCH



### Launch Overview

Astriata's preparation for launch continues with the themes of user experience and usability:

We test, you test, we fix, and then we test again. We run the website and associated applications through their paces, across browsers and devices, to ensure a seamless user experience.

### Quality Assurance (QA)

Astriata expects to test our templates on a wide variety of browsers and operating systems, as illustrated by the table below. The specific operating systems and browsers are to be confirmed during the Strategize phase of the project.

PLATFORMS	Windows 10/8			Mac OS X			iOS and Android	
BROWSERS	Edge	Firefox	Chrome	Safari	Firefox	Chrome	Chrome	Safari

### Test Plan

The test plan is a living document that can be used as a roadmap for testing the proposed system. This document is updated throughout the end of the development phase in order to include the most up-to-date information.

The QA process begins after the test plan has been developed and the alpha version of the system has been released for internal testing. During the first round of QA, Astriata resources perform QA on the system by following the checklist and use cases defined in the test plan. As issues are discovered, they are routed to our developers for resolution and logged for tracking purposes. Once the alpha QA has been completed and all issues are resolved, the beta version of the system is deployed for full QA and user acceptance testing.

The beta release is generally a fully functioning version of the system that has been deemed a candidate for release. This means the first round of testing has been completed, and any issues found have been resolved. Beta QA and user acceptance testing (UAT) may begin once the beta version has been deployed to the staging environment and has been presented to the stakeholders, and after training for UAT participants is completed. Astriata ensures that both user acceptance testing and functionality testing occur prior to the start of the development and implementation phase. To achieve this, we test the following aspects:

- Adherence to design and requirements



## 3.6 LAUNCH

- General usability
- Functionality
- Form input and validation
- Links
- Website security (e.g., SSL/HTTPS connection, CAPTCHAs)
- Best practices for the web
- Validation of compliance with key components of:
  - HTML5 standards
  - CSS standards
  - Accessibility guidelines, Section 508 and WCAG 2.2 (AA)
- Visual consistency between browsers
- Quality and size of images
- Page speed
- Consistency and (where applicable) accuracy of copy
- Website responsiveness

### User Acceptance Testing (UAT)/Warranty Period

User Acceptance Testing means that Coconut Creek tests every aspect of the website. If anything doesn't work as expected, Astriata fixes it. UAT/QA initiatives begin and are conducted and managed by the Astriata project manager. Issues identified during this phase are documented as they are found, entered into our Monday.com ticketing system, and resolved by the Astriata development team as efficiently as possible.

**Astriata guarantees that the applications function according to the test plans and acceptance criteria for up to 90 days post launch.** Should the applications not function as specified in the functional requirements, Astriata modifies the applications to meet the requirements and test plans at no additional charge to you.

### Expectations of Coconut Creek

For a successful Launch phase, we will need Coconut Creek to...

- Provide internal user acceptance testing
- Offer timely consolidated feedback
- Attend regular weekly meetings with the core team

## 3.6 LAUNCH



### Additional Support

As a post-launch client, Coconut Creek will always have access to our Strategic Services which is our entire suite of services described on the following page. We can support you with branding, infographics, video, digital marketing and more to support your ecosystem.

Change is constant. The ability to keep up with your organizational needs requires a reliable and trustworthy partner that delivers quality results and understands your audience. Astriata provides this critical support through **our maintenance plan: Strategic Services**.

Imagine extending your team to include the expertise of a full-service design and development agency with more than 20 years of experience! If you enroll in our Strategic Services, you can **draw from a monthly bucket of hours** or **pay as you go**.



## Website Design & Development

### Need a partner to support your team?

Websites need constant nurturing. Our team comes in when and where you need us and provides support, so you can focus on your business objectives.

- Templates and landing pages
- Full-stack development
- CMS implementation (WordPress, Sitefinity, and more)
- Third-party integrations
- Governance and training
- Website maintenance



## User Experience & Research

### Are visitors feeling lost and confused?

Does the experience on your site feel disjointed? Creating great user experiences is our primary focus, made possible by our proven methodology using our proprietary application, UserHappy®, where we discover the “why” behind people’s actions. Our team saves you time, helps you achieve a higher ROI, and keeps your users happy.

- Task-based usability testing
- Card sorting
- Tree testing
- Surveys
- Focus groups
- Interviews
- Accessibility audit and remediation

# STRATEGIC SERVICES



## Content Engagement

### Is everything looking text heavy?

Content is king, but how can you make it more engaging? Our team has the creative skills to help you visualize the content so that it's easier to consume.

- Infographics
- Illustrations
- Data visualization
- Animation
- Video
- Writing and editing



## Branding

### Looking for a refresh?

Our award-winning team can modernize your brand and truly capture what you're all about.

- Logo
- Business cards
- Letterhead and envelopes
- Brand style guides



## Website Metrics

**How do you take the pulse on the health of your website performance?** Getting a good handle on the metrics of your website goes hand in hand with optimizing the performance. Our team makes it easy for you to understand the data.

- Search engine optimization
- Google Analytics
- Google Search Console
- Google Looker Studio (formerly Data Studio)
- Digital marketing



## Print & Digital Design

**Looking for a one-stop shop to implement a consistent brand on your website and across all your marketing materials?** While websites are a primary marketing tool, we know that it's just one piece of your multi-prong marketing strategy. We leverage our knowledge about your audience to support you beyond just your website.

- Marketing collateral
- Social media graphics
- Online ads
- Online presentations
- Trade show booths
- Social marketing campaigns



## 4.0 BUDGET AND TIMELINE

The following summarizes the proposed fee structure and timeline to meet Coconut Creek’s launch date. Please note the estimated timeline is dependent on the expediency of client feedback. Following kick-off, the PM will create a detailed schedule with feedback from Coconut Creek. Our agile process will allow us to adapt to your priorities and budget. It is our hope that this is just the beginning of a conversation with you.

The following summarizes the proposed timeline to meet an October 2024 launch date. Please note the estimated timeline is dependent on the expediency of client feedback. Following kick-off, Astriata’s project manager will work with Coconut Creek to create a detailed schedule for this project. Should priorities change, our agile process allows accommodation and shifts in schedule, but we will always do our best to adhere to scheduled milestones and deadlines. It is our hope that this is just the beginning of a conversation with you!

DESCRIPTION	TIMELINE	COST
<b>PROJECT MANAGEMENT</b>		
Project coordination/scheduling/documentation	June 10 - Oct	incorporated
<b>DISCOVER</b>		
Project kickoff	Week of June 10	\$1,980
Preliminary research	June 17 - 21	\$1,650
Content inventory	June 17 - 21	\$3,630
Interviews (review of information provided by the City)	June 24 - 28	\$1,650
	<b>SUBTOTAL</b>	<b>\$8,910</b>
<b>STRATEGIZE</b>		
Information architecture and wireframes	July 1 - 29	\$14,850
Content migration plan	Aug 5 - 9	\$1,553
	<b>SUBTOTAL</b>	<b>\$16,403</b>
<b>DESIGN</b>		



## 4.0 BUDGET AND TIMELINE

Homepage Design	Aug 5 - 21	\$6,270
Page Designs	Aug 5 - 21	\$12,210
Annotated wireframes and functional requirements	Aug 21 - 30	\$6,600
SUBTOTAL	\$25,080	
<b>DEVELOP</b>		
<ul style="list-style-type: none"> <li>• Development HTML/CSS Templates (for 8 - 10 templates)</li> <li>• Testing / Review / Modifications</li> <li>• Server Setup and Configuration (provided by the City, We reduced the time for server setup for the staging/dev sites by 2 hours.)</li> <li>• Development of Sitefinity Templates</li> <li>• Sitefinity Widgets and Custom Modules</li> <li>• Meetings</li> <li>• Design QA</li> <li>• Documentation</li> </ul>	Sep 2 - 30	\$30,030
SUBTOTAL	\$30,030	
<b>CONTENT MIGRATION</b>		
Manual Content Migration (Phase 1)	June 27 - July 3	
Revisions & Review (Phase 1)	July 4 - 8	
Manual Content Migration (Phase 2)	July 9 - 11	
Final Revisions & Review	July 12 -16	
See optional items for additional assistance for content migration		
<b>LAUNCH</b>		
<ul style="list-style-type: none"> <li>• Accessibility Audit</li> <li>• Quality Assurance Testing</li> <li>• Training documentation development</li> <li>• Revision/modifications from user acceptance testing</li> <li>• Site setup and live launch</li> </ul>	June 10 - Oct. 4, 2024	\$13,200



## 4.0 BUDGET AND TIMELINE

<ul style="list-style-type: none"> <li>○ We reduced the time here as well in light of the previous item and the understanding that the City will provide an installed Sitefinity setup.</li> <li>○ Some of the items we are relying on the City IT department to handle are server hardening/firewall that would fall outside of Sitefinity, database backups and backup collection points, DNS changes for launch day, filesystem permissions, and email/SMTTP configuration.</li> <li>○ Astriata will be responsible for Sitefinity configuration (in App_Data/Sitefinity folder and under advanced settings, dot config files, file upload and temp directory settings and decisions).</li> </ul> <ul style="list-style-type: none"> <li>• Meetings</li> </ul>		
<b>SUBTOTAL</b>		<b>\$13,200</b>
<b>TOTAL</b>		<b>\$93,623</b>

### Strategic Services

Pay as you go	\$200/hr
Monthly allotted hours	\$180/hr



## 5.0 KEY PROJECT TEAM MEMBERS

### ALEX OPRICA – Director of Technology



As the director of technology, Alex oversees Astriata’s development team and all web and application development projects. Alex’s innate curiosity keeps him ahead of the industry’s best practices in website development, digital tools, and third party software integration. His passion for innovation and usability, along with his knack for problem solving, provide the skills and acumen necessary to lead Astriata’s technology vision.

With more than 17 years of experience in software engineering, application development, and web technologies, Alex is skilled at requirements gathering, architecting systems, developing application frameworks and leading projects through all phases of development. Alex is a highly experienced software engineer with extensive knowledge of the ASP.NET stack of technologies, PHP, content management systems and association management systems architecture, the Azure and AWS environments, Craft, Sitefinity, WordPress, Drupal and other CMS platforms.

Alex received his Bachelor of Science in computer science from New York’s Polytechnic University.

### ALINE LIN – CEO & Creative Director



As the founder and CEO of Astriata, Aline leads the company with her vision of empowering people to make informed decisions based on information acquired through a seamless user experience. With a background in psychology, visual communication, design and usability, she offers a multifaceted approach to projects, applying best practices from scientific, behavioral and design perspectives. Aline first established the company 22 years ago as Link Studio, a biomedical communications company. Over the

years, she has provided clients with comprehensive design solutions that include branding strategy, identity systems, print and digital design, animation, infographics, website design and usability testing. One of her guiding principles in design is that form follows function. Today, she serves both her company and clients as CEO and Creative Director. Aline holds a Bachelor of Arts in psychology from Johns Hopkins University and a Master of Arts degree in medical and biological illustration from the Johns Hopkins School of Medicine.

## 5.0 KEY PROJECT TEAM MEMBERS

### NIKKI SETTELMAYER – Customer Success Manager



Nikki joins Astriata with over 10 years of experience in supporting software development. She has worked as a technical writer, business analyst, content coordinator and project manager. As a project manager, she has led projects to develop desktop and mobile apps, SaaS, video games, and e-commerce sites. Nikki's passion and expertise lie in client relationships, data storytelling and content creation. She is a firm believer in communicating through various media to honor all learning styles. Nikki is dedicated to ensuring clients are pleased with products and services. The rapidly changing digital landscape can seem daunting, but Nikki can help guide and direct clients to options that make the most sense and will garner positive results.

Before joining Astriata, Nikki used her professional connections to create a self-sustaining branch of custom software developers within an already successful software development company. She boosted sales and productivity for a Phoenix custom development start-up, and she built her own e-commerce store to support community theatre in Mesa, AZ. Nikki earned her Bachelor of Arts in English and Spanish from the University of North Dakota, and a Master of Fine Arts in literary translation from the University of Arkansas.

### JODI MCGILL – Senior Project Manager



As your main point of contact, Jodi brings more than 26 years of project management experience to the Astriata team. Prior to joining Astriata, Jodi spent almost ten years managing several multi-year contracts valued at more than \$2,000,000. In this capacity, she collaborated with senior client leadership to streamline processes, accurately track progress, stay within budget and deliver results on time.

Since transitioning into the web design and development arena, Jodi has managed projects in WordPress, Ektron, and Sitefinity. Jodi has experience working with clients in the state and federal government, association, non-profit, and higher education arenas. Thanks to her impeccable client relationship skills, Jodi's customers regularly praise her straightforward management style and open lines of communication. Jodi takes a caring and personal approach with her clients, resulting in excellent working relationships.

Outside of her work at Astriata, Jodi leads in her community: She served as the president of the board at her children's preschool twice, and as PTA president at both the elementary and high school levels. She has also held numerous school-related board positions. Jodi holds a bachelor's degree from Bucknell University.

## 5.0 KEY PROJECT TEAM MEMBERS

### JESSICA STEPHENS – Senior Project Manager



Jessica brings her skills and knowledge from over 10 years of experience working in Marketing and Project Management roles dealing with Content Management Systems (CMS). Having held content editor, web manager, and product owner positions, Jessica is equipped to understand and navigate even the most intricate projects. Her ability to keep an eye on minute details while planning and leading from a high level make her an exemplary asset to Astriata’s Project Management team. Jessica’s strengths include her ability to effectively communicate technical details, regardless of a client’s technical expertise, and her aptitude when it comes to organization and structure. She excels at managing small and large scale digital projects, and she enjoys the challenge of working with and arranging the multiple, simultaneous moving parts involved in project planning.

Jessica majored in graphic & web design at the Art Institute of Seattle. She also completed a product manager / product owner certification program to learn more about Agile practices in website development.

### SARAH UTTER – Art Director



As an interactive designer and Art Director, Sarah is passionate about digital communication, user experience, and accessibility. For the last 10 years, Sarah has anticipated the needs and predicted priorities of end users. Her keen instincts on intuitive technology and human behavior in the digital space allow her to create compelling designs that get results.

Prior to joining Astriata, Sarah worked with governmental and multinational corporate clients on a variety of digital projects. With an artistic eye, strong attention to detail, and extensive experience with marketing strategy, Sarah’s work consistently meets or exceeds the client’s metrics for success. A 2023 marketing campaign, for example, outpaced the contracted lead delivery goal by 310%. Sarah is an award-winning designer with a Bachelors of Fine Arts in graphic and interactive design from the Tyler School of Art, Temple University.

## 5.0 KEY PROJECT TEAM MEMBERS

### GILLIAN KING - UX/UI Designer and Researcher



At Astriata, Gillian spends the bulk of her time planning, conducting, and analyzing user research, and then translating what she learns into user personas, user flows, information architecture, and wireframes. She utilizes UX research methods and empathy to identify user pain points and UI design concepts to create human-centered products and prototypes, tailored to each client's unique needs.

Before moving to the United States and joining Astriata, Gillian's passion for learning about life and cultures worldwide took her to multiple countries—Colombia, Taiwan, Peru, and Honduras—where she taught English in schools and developed and operated her own business teaching English in a virtual environment. She also earned a Bachelor's degree in graphic arts from the University of East London and took courses in user interface (UI) and user experience (UX) design at CareerFoundry, where she discovered the enormous potential of using design to empower individual users.

### NATALIA TEIXEIRA - Content Input Specialist



Natalia's diverse experiences and passion for design and technology make her a valuable member of Astriata's team. After joining the company one year ago, Natalia began managing client databases with precision and care, focused on content migration. She has worked with various CMS including WordPress and TeamSite. She is knowledgeable about accessibility and regularly contributes to accessibility audits. Prior to joining Astriata, Natalia spent 10 years working as a neurological medical assistant, and then

decided to pursue her passion for art and ultimately, art in the digital realm. She attended Anne Arundel Community College and the Flatiron School. At Astriata, Natalia is able to apply her knowledge and passions for healthcare and technological design to the many medical and healthcare clients we serve. Natalia believes design and technology drive innovation, and she thrives working at the intersection of both.

### MIKE ZHU - Senior Full-Stack Developer and Software Engineer



Michael is Astriata's senior full-stack developer and software engineer. With the ability to develop and design both the front and back end of websites and applications, Michael consistently delivers solutions to make our clients' lives easier. Michael comes to Astriata with a background in computer science and graphic and visual design from Polytechnic University (present-day New York University). He has worked in graphics and web design as well as Adobe Flash. Michael has worked as a consultant for several companies including

## 5.0 KEY PROJECT TEAM MEMBERS

the Associate for Intelligent Information Management among other organizations. Thanks to his extensive experience and exceptional skills in .NET, Michael is an asset to Astriata's team, and a true partner to our clients.

### ADAM VAUTHIER – Senior Developer



Astriata's Senior Developer, Adam believes that success in web development projects comes from a harmonious blend of team ability. It's this synergy that determines which tools and technologies he wields in each project, ensuring that every website he crafts is a masterpiece of relevant functionality and aesthetics. Adam's affinity for working with technology dates back to early childhood when he would take apart computers and put them back together, marveling at the intricate dance of circuits. Eventually, he made the connection to coding, a realm where he could simultaneously explore challenging concepts and incorporate structure, languages, syntax, and logic into his creations. Adam led his own web development company before joining Astriata. Adam holds a Bachelors of Science in web development from the International Academy of Design and Technology.

### HAYMON THIT – Frontend Developer



Haymon brings designers' visions to life by working with HTML, CSS, and JavaScript, leveraging frameworks like Bootstrap, to create responsive and visually appealing web experiences. With a focus on performance optimization, Haymon consistently delivers fast and efficient sites, enhancing user experience and engagement. Her goal of providing enhanced accessibility for all users is accomplished by creating seamless cross-browser and device compatibility, all while adhering to WCAG guidelines. Haymon's expertise in testing and debugging results in high-quality code and smooth functionality across platforms. Haymon is proficient in Figma and Adobe XD, and she has worked with various content management systems (CMS) including Wordpress, TeamSite, Sitefinity and Hubspot. Haymon has successfully contributed to several of Astriata's client projects in healthcare and government industries. In addition to frontend development, Haymon is knowledgeable in ADA compliance and content migration. Haymon currently works as a frontend developer for Astriata, but she actually joined the team as an administrative assistant while still pursuing her undergraduate degree in philosophy and computer science at the University of North Carolina at Chapel Hill. She graduated in December of 2022, and immediately transitioned into her development role.