



# Reusser Design

WEB. MOBILE. STRATEGY.

## Web Development

Prepared for:

Wells County Public Library  
<http://www.wellscolibrary.org/>

Prepared By:

Brandon Noll  
Business Development Manager

Reusser Design, LLC  
314 North Main Street, Suite 200  
Roanoke, IN 46783  
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## Company Philosophy & Project Team

Reusser Design has been providing flexible and powerful digital marketing tools in the web development industry for more than 18 years. Our solutions have serviced a wide variety of industries: banks, not-for-profits, online stores, and everything in between. In addition, our company is driven by Christian leadership, so our ethical standards and beliefs are reflected in everything that we do. This combination of experience and ethics is why Reusser Design has proven itself to be a trusted development company. Though our offices are based out of Roanoke, Indiana, our clients are both local and national. We live and breathe the web and are very passionate about internet usability, tech culture and brand influence. We bring enthusiasm and integrity to every client we serve. The talented team members that will be working with you on this project are as follows:

**Nate Reusser**, President | **LinkedIn:** [linkedin.com/in/natereusser](https://www.linkedin.com/in/natereusser)

With 18 years of experience in web development, Nate will be responsible for the contracted objectives, strategy, and team management for this project. Nate is very passionate and knowledgeable about website architecture and user experience design as can be witnessed by the rapid growth of his own start-up company, Reusser Design. With Nate leading the project, you can guarantee that he will leverage all of his experience to formulate the best possible solution for you.

**Brandon Noll**, Business Development Manager | **LinkedIn:** [linkedin.com/in/brandon-noll/](https://www.linkedin.com/in/brandon-noll/)

As the main point of contact throughout the sales process, Brandon will oversee the project internally, ensuring all needs and objectives are met. He will also provide consulting services from a revenue-generating standpoint. His experience as a director of asset management, working with both individual clients and businesses, is paramount to the success of the project. Brandon will continually work towards a profitable and meaningful relationship with each client.

**Nick Johnson**, Head of Development | **LinkedIn:** [linkedin.com/in/pixelrific](https://www.linkedin.com/in/pixelrific)

Nick will be the lead developer on this project. Fluent in more than nine programming languages and boasting 14 years of experience, Nick was vital in the success of Sweetwater Sound's online sales growth for six years before becoming employed at Reusser Design. He developed integral parts of Sweetwater's custom eCommerce platform, and he will be putting this experience to good use as he tackles the intricacies of your new website.

**Javon Bell**, UX Designer | **LinkedIn:** [linkedin.com/in/javonbell](https://www.linkedin.com/in/javonbell)

Javon, our front-end developer with a graphic design background, has a keen eye for modern trends and a passion for great user interface design. Javon is always on the lookout for the latest and greatest, and his role on this project will be to deliver an outstanding user experience, including layouts which are fully responsive to a wide spectrum of devices. In this role, Javon will ensure that the website is engaging and intuitive for all potential customers.

**Jarrold Nix**, Lead Front-End Developer | **LinkedIn:** [linkedin.com/in/jarroldnix](https://www.linkedin.com/in/jarroldnix)

Jarrold will be one of the front-end developers on this project. In this role, he will be ensuring browser compatibility on the front-end and overall quality assurance of the finished website. Jarrold's previous roles include being the Director of Web Development for over five years at a well respected local digital agency. Jarrold's experience taking projects from conception to completion, will ensure a polished end product that you will be proud to showcase.

**Jason Boothman**, Front-End Architect | **LinkedIn:** [linkedin.com/in/jasonboothman](https://www.linkedin.com/in/jasonboothman)

Jason will be responsible for architecting the content management system (CMS). He will be working closely with the content strategist and UX designer to make sure that all aspects of the information architecture can be managed with the CMS in an intuitive and efficient manner. He will also provide in-depth training and support for the CMS, so you can rest assured that you will have the help that you need as your website moves forward into the "real world" post-launch.

**Beth Stoller**, Content Strategist | **LinkedIn:** [linkedin.com/in/bethstoller](https://www.linkedin.com/in/bethstoller)

Beth will be the lead content strategist on this project. While many companies tend to overlook the importance of content strategy, we know how important it is to have a content plan before we ever begin design or development. That's why Beth's sole job will be to dive in and explore the best options for organizing and communicating your content. Graduating with honors from The Ohio State University, Beth has a knack for organizing content in a way that is both intuitive for users and easily managed within the CMS.

**Katie Hecox**, Digital Strategist | **LinkedIn:** [linkedin.com/in/katie-hecox-01392380/](https://www.linkedin.com/in/katie-hecox-01392380/)

Specializing in digital content strategy, Katie brings five years of experience to the team and excels in marketing and branding endeavors, high-level strategy, search engine optimization (SEO), and analytics reporting. She will serve as an asset in constructing the site hierarchy alongside her content strategist counterpart, and will ensure the site's content and SEO meets the current needs for search engine algorithms. Katie will also use her background in analytics reporting to strategically lead users on a journey through the most frequented pages of the website.

**Aly Noble**, Content Strategist | **LinkedIn:** [linkedin.com/in/aly-noble-317090120/](https://www.linkedin.com/in/aly-noble-317090120/)

A successful site build begins with organized, user-friendly, and polished content—which is why we endeavor to have a strategic plan for content before the design and development stages ever take place. Aly's role in our process will be to investigate your existing site content, highlight potential content needs, and define the best ways to organize and utilize the final selection of materials to communicate efficiently with your users. With a bachelor's degree from Indiana University and a serious perfectionist's streak, Aly delves into the details in order to deliver an intuitive content arrangement for your finished site.

**Laura Larkin**, Traffic Manager | **LinkedIn:** <https://www.linkedin.com/in/laura-larkin-4a623091/>

Laura will be your account manager and daily contact for this project. She serves as the liaison between our clients and our team, and knows how to communicate your needs as we work through each step of the project. She personally makes sure everything runs on time and on budget while bringing a vision for the overarching strategy of our projects. She's a great asset to our team and thrives on building lasting relationships with our clients.

## Proposed Services

### 1. Overview

Reusser Design believes in an open web and the use of tools that are customized, extended and integrated by a community of developers. The integrated solution that we propose for Wells County Public Library is flexible and allows for future scalability to maximize the return on investment. Below, you will find our approach and scope of services as they relate to the project objectives.

### 2. Features & Services

In addition to a number of other strategic adjustments, the following are some key areas that we would like to focus on to make your site more functional for your users:

- **Feature Development**

The project requires custom development to leverage functionality in the content management system while still providing a cohesive solution. Below you'll find some of the high-level items in this project. Detailed specifications will be provided during the first phase of this project:

- **Content Strategy Consultation**

Reusser Design isn't just concerned with design and web development trends. We believe strongly that the site is built on a solid content strategy — that the content, structure, and user interface meets the expectations and needs of your users. That's why we focus on content strategy. We will be going over your current content in effort to simplify the website.

- **Current site moved to Expression Engine**

We will keep the same look and feel of the current website, but develop it on to our preferred CMS, using our best practices approach.

- **User Updating Ability**

The Content Management System (CMS) we build your website on is user friendly, allowing you to make website changes, whenever you please without the assistance of Reusser Design. We provide videos and training for you and your staff.

- **Content Integration**

We will integrate content from the current site (15 pages) and content you deliver to us.



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### 3. Responsive Design (Mobile)



Between smartphones, tablets, laptops, desktop computers and even televisions, users are visiting your sites from an increasing array of devices and browsers. Responsive websites use techniques and design principles, including fluid grids, flexible images and media queries that deliver a quality-rich user experience to your users no matter how large (or small) their display. We will be prioritizing different elements to the user based upon the size of their screen. Knowing that a majority of your users will be using modern devices to access this website, a responsively designed website will be imperative.

Because of the rising usage of devices with high-resolution displays (Apple, for example, calls them "Retina Displays" on their iPad and iPhones), we'll make sure that dominant display elements are fully compatible with these resolutions. Regular web-resolution graphics can appear grainy or pixelated at such high resolutions, but as usage of these displays trends upward, we will be proactive in making sure that your website looks the best that it possibly can on all of these devices. With the ever-changing environment of the digital world, it will be a worthwhile return on investment that will add longevity to your website.

Reusser Design is leading the region in responsive design. Within northeast Indiana and even beyond, our responsive design portfolio is unmatched. We like to be on the cutting-edge of digital technology, so while others are just getting started with responsive design, we have been working hard and fine-tuning the craft for years already. That's why we are the only local agency to date to win awards for responsive design. We take this element of web development very seriously (and have for a long time before most other agencies in the region). We have the foresight to realize that the internet is expanding, not just to small devices, like tablets and smartphones, but to large resolutions like giant projections and televisions, and we want our websites to transition seamlessly into whatever might come in the future.

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- **Content Integration**

We will integrate content from the current site (15 pages) and content you deliver to us.

- **Security**

ExpressionEngine allows you to create a truly secure site where you can trust that the data you handle will be safe. The built-in framework of ExpressionEngine's CMS offers you an audit trail, CAPTCHA authentications, content approval and email verifications. Login history is also included, and the system is SSL compatible. ExpressionEngine already boasts a secure and stable system, which has not been victim to a major security breach in the ten years it has existed. Spam blockers are already in place, which means you can avoid unwanted attention from malicious forces on the web.

- **Training**

It is very important that all users who have access to the CMS understand how to use it effectively and efficiently. We want to ensure that using ExpressionEngine is a simple and straightforward process for all potential users. During the training sessions, we will also be coaching the users on best practices of CMS integration and website content creation in general.

## 4. ExpressionEngine (CMS)

Because we believe in an open web and using open tools that can be customized, extended and integrated by developers, our recommendation is to use ExpressionEngine ([www.expressionengine.com](http://www.expressionengine.com)) for the content management functionality. This flexible and intuitive system is easy to use for the wide variety of users who will be maintaining the website. It also boasts a respectable customer base, including big names such as: Adobe, Sony, Apple, BBC, Cisco and Nike. Our expertise developing within the ExpressionEngine platform has been very strong over the past few years. In fact, our work has even been featured on ExpressionEngine's own online showcase numerous times.

Unlike the closed, proprietary systems that some companies employ, we build each ExpressionEngine site from scratch and completely customize it to your content needs and goals. This means that the navigation and administration of ExpressionEngine will be catered to you, making it even easier for you to work within the CMS.

Some features that make ExpressionEngine the best solution for your content management needs:

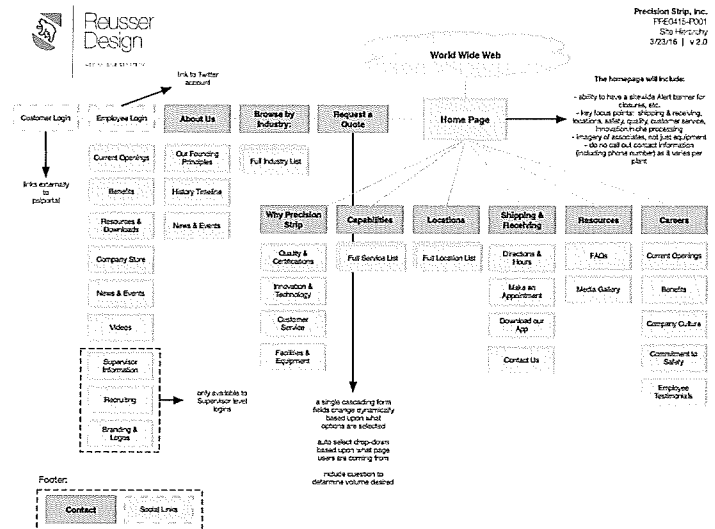
- **Developer-friendly**  
ExpressionEngine outputs clean code for us to work with – there is no unnecessary information. Because of this, we can focus on creating a fast and efficient site that users can fully engage with and experience. ExpressionEngine's open template system, also enables any design to be integrated, and dynamic web pages can be easily created without significant development time.
- **User permissions**  
ExpressionEngine has highly advanced user permission settings. For example, you can set up one administration group to only be able to create and edit "pages" and another to only be able to create and edit "events". This distinction allows everyone to work freely within their own environment without causing any accidents anywhere else. We will work with you to set up user permissions to meet your infrastructure's needs, but just know that with ExpressionEngine the sky's the limit on permission settings.
- **Revision/History**  
If you have ever wished that you could go back in time to a previous version of a webpage or piece of content that you have written, then you will be thrilled with the Revisions tab in ExpressionEngine. Every time you save changes to your content, the Revisions tab keeps a log so that you can effortlessly go back in time and retrieve older versions. The Revisions tab will even show you who modified the previous version of content, and when, giving you a reliable content versioning system.
- **Licensing**  
Another great feature of ExpressionEngine is the one-time commercial license cost. Unlike Microsoft Sharepoint, Sitefinity and other CMS options with licenses that can cost thousands of dollars in yearly fees, ExpressionEngine has only a one-time cost of \$300. Even the additional modules that we will be adding on for enhanced functionality are one-time purchases, so there are no recurring costs.

## Content Strategy

Here at Reusser Design, we're not just concerned with design and web development trends. We strongly believe that sites are built upon solid content strategy — that the content, structure, and user interface meet or exceed the expectations and needs of your users. That's why we focus on content strategy from the start. In the very first phase of our process, we'll be asking questions about your business, your audience and constituents, and the goals you have for your website. We will leverage this information and the relationship capabilities within Expression Engine to give you the most powerful content management system for achieving your goals.

The current website's content is shown to the user in the exact same order and place every time. This means that returning visitors are likely to see the exact same content over and over again. In order to engage users and promote content discovery, users instead need to be led through a website. This can be done by showing users content that is relevant to them through the relating of content by context.

There are several processes within this stage that we will leverage to develop out our content strategy. These may include: content inventory audits, user personas, navigational planning, content modeling, and content priority guides (for responsive design).



## Development Practices & Security

All of our code will be W3C compliant and validated through W3C ([www.w3.org](http://www.w3.org)). We will complete all necessary browser testing, run tests on various browsers and versions, and supervise automated browser testing. Old, outdated browsers like Internet Explorer 10 and below will not be fully compliant with this newly built website, but a standard message will be provided for these users prompting them to upgrade to a modern browser.

At Reusser Design, we also use source control. All of the development will be under full source control for the best possible development process. This ensures reliability and successful management of code. As part of our disaster recovery plan, all of our code and project files are backed up daily and remotely. We want you to know that we will be taking every precaution with your code and data during this project. All source code will be owned by you and will be a deliverable at the end of our project.

Additionally, every facet of the website will be optimized for search engines. This includes human-readable (and SEO-compliant) structured URLs, unique titles, and descriptions. We'll also build XML site maps that will be dynamically updated as the site structure changes and evolves. These are submitted to Google Webmaster Tools for more technical information and feedback. Google Analytics will also be embedded using existing account codes for a benchmark of traffic and stats.

## Design & User Experience

The new website will be custom designed from the ground up to visually communicate the Wells County Public Library's brand and to engage the user from the very first page view. New and existing users need to feel comfortable the moment they hit your home page and frustration points need to be carefully eliminated when browsing the website. All imagery, background videos, and contextual navigation choices need to be designed to communicate very specific needs.

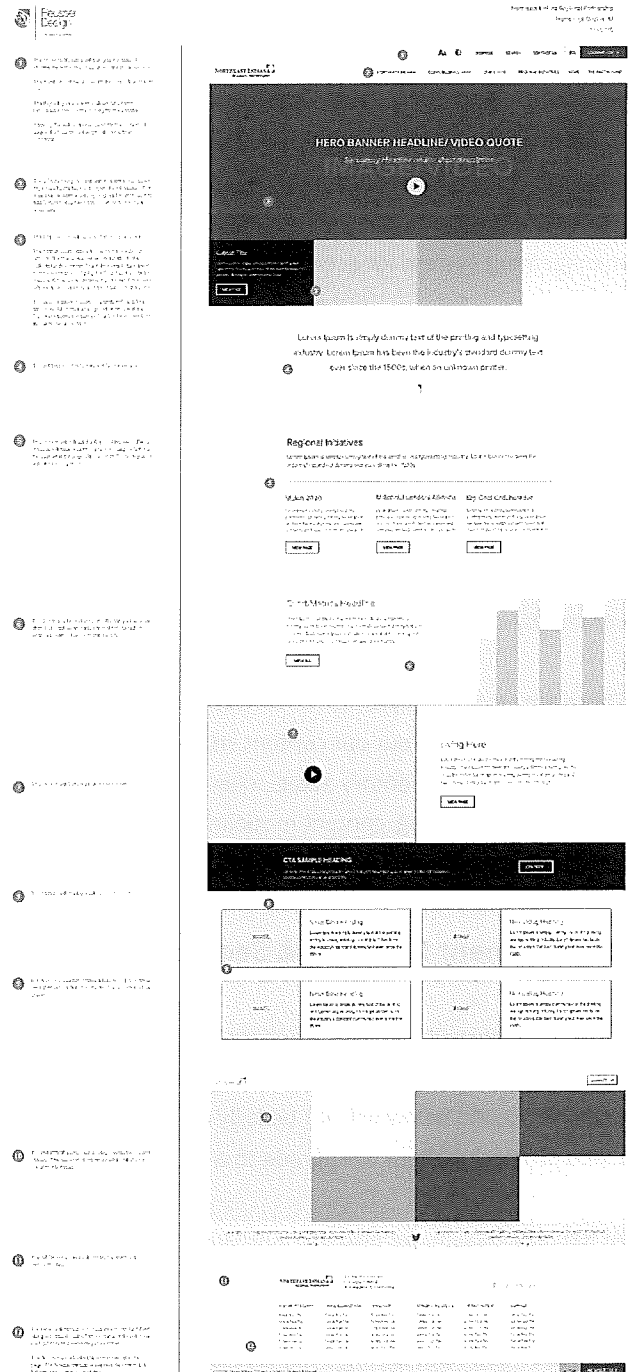
We match our user experience design to the careful and well planned content strategy. That strategy will dictate the needed elements and priorities of the UX. Our goal is to provide a personalized experience for each user with modern features that help users research programs and get the information they need to make an inquiry or buy decision.

### • Page Hierarchies

We use page hierarchies to layout the overall sitemap and to begin planning for content. Page hierarchies communicate the overarching goals in terms of preferred page view order, how the pages will interact, and what specific content should be presented in each section of the website.

### • Wireframes

When applicable, the creation of wireframes allows us to establish the flow and structure of the website before fleshing out the design. It gives us a clear view of priority and organization of elements on the screen, and makes it apparent how the users will navigate the website. We'll lay out wireframes for all key sections of the new website to ensure the content strategy and development align with your overarching goals.





Reusser Design uses a five stage process to create a tailored web solution focused on the organization objectives and the content of the website. Here's a high-level description of those phases:

- **Phase 1: Discovery and Planning Phase:**  
(Gathering and analyzing the necessary information for your project.) This is when we'll audit your content, create a content delivery plan, set obtainable goals, clarify communication roles, and put together your website strategy.
- **Phase 2: Site Structure Development:** (Determine how to organize information so that site visitors can find it quickly and easily.) During this phase, we'll gain approval on content, lay groundwork for site design and functionality based upon the content strategy.
- **Phase 3: Design Visual/User Interface:** (The look and feel of your website will be developed base around site structure and project goals.) We'll provide wireframes, initial site concepts, and flesh out how the site will look and feel.
- **Phase 4: Develop and Integrate:** (Putting together all of the pieces and making them work.) We'll fully develop the approved site designs, integrate the content management system, tie in any third-party applications, incorporate social functions, and plug in adapted and created content.
- **Phase 5: Launch and Beyond:** (All of the elements needed before, during, and after the website goes live.) We'll conduct extensive browser testing, work on any necessary debugging, put the final polish on the content, and prepare the hosting environment for launch. We'll then provide training and support post-launch to ensure your website's success.

## Project Timeline

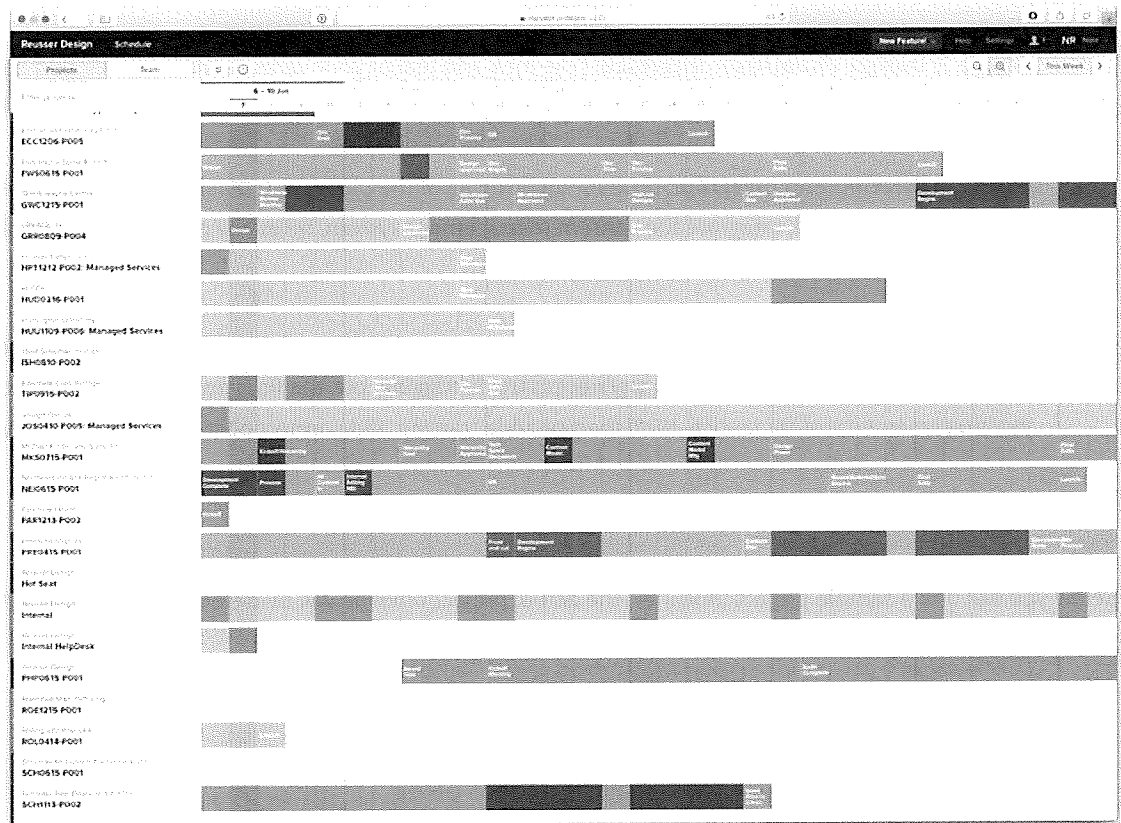
Below you will find a sample project timeline. The actual project timeline will be determined during the kickoff phase based upon your needs and schedules.

|   |
|---|
| Kickoff Meeting   |
| Discovery: Site Auditing, On-boarding with Brand Innovation Group |
| Content Strategy: Information Architecture, Navigation Planning   |
| UX: Wireframing   |
| UX: High Resolution Designs                                       |
| Development & Content Migration                                   |
| Quality Assurance   |
| Training & Launch   |
| Project Debrief   |

## Project Management

Basecamp has set the standard within the creative industry for managing projects, assigning tasks, identifying deadlines, setting milestones and keeping threaded conversations about project details. We feel that transparency in development is vital to the success of the project and to ultimate customer satisfaction, so you will be able to communicate directly to our entire team within your Basecamp project. With the level of

During this project, Traffic Manager Laura Larkin, will be your main point of contact. She'll facilitate meetings, make sure your questions are being answered, communicate regularly with you via Basecamp, and make sure developers and strategists are on-task and on-schedule. Our project process, though proven, is flexible, which allows us to meet in-person with the client as needed throughout the project.



## Cost

| Website Services                                |            |
|---|------------|
| CMS Upgrade/Update to ExpressionEngine          | \$4,000.00 |
| UX Clean up for Responsive Design               | \$1,500.00 |
| 15 Pages of Content Integration via old website | \$1,000.00 |
| Content Strategy Consultation                   | \$1,000.00 |
| Website Cost: <b>\$7,500.00</b>                 |            |
| Optional Service                                |            |
| Hosting   | \$25/Month |

## Why Reusser Design?

Reusser Design has been one of the leading web development companies in northeast Indiana for 18 years. We bring an experienced, highly talented and passionate team to all of our projects. On top of that, we are constantly improving our processes and pushing the envelope when it comes to web design and development. With a deep and diverse portfolio of clients, we have the depth of talent it takes to tackle a project of any size. Our entrepreneurial and creative environment allows us to access the latest trends in technology and to implement flexible solutions for our clients. Our business has grown consistently for 18 years straight by word-of-mouth and by executing and exceeding our clients' expectations.

Below are some examples of recent work that we have completed on projects with similar features to your own:

Copper River Cabinet Company - <http://copperrivercabinet.com/>

ABC Industries - <http://www.abc-industries.net/>

Precision Strip - <https://www.precision-strip.com/>

KIHM Metal Technologies - <http://www.kihmmetaltech.com/>

Fort Wayne Philharmonic - <http://fwphil.org/>

Grand Wayne Convention Center - <http://grandwayne.com/>

Turnstone - <http://turnstone.org/>

The League - <https://www.the-league.org/>

Children's Autism Center - <http://childrensautismcenter.org/>

Fort4Fitness - <http://fort4fitness.org/>

**Agreement of Services**

This proposal contains proprietary processes and confidential information of Reusser Design, LLC and shall not be used, disclosed or reproduced, in whole or in part, for any purpose other than to evaluate this proposal, without the prior written consent of Reusser Design, LLC.

This Summary of Terms and the attached Schedules hereto, (together, the "Agreement") set forth the terms and conditions under which Wells County Public Library ("CLIENT") agrees to (i) retain Reusser Design LLC ("REUSSER") to provide certain services and deliverables as outlined in this proposal.

**Payment Terms:**

- 50% - Due at project acceptance
- 50% - Due at launch of the website and completion of project.

Wells County Public Library

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Printed Name: \_\_\_\_\_

REUSSER DESIGN

Signature: \_\_\_\_\_

Title: Business Development Manager

Date: \_\_\_\_\_

Printed Name: Brandon Noll

## Project Assumptions

### Third Party Services

All approved third-party services such as Stock Photography, Newsletter services, Texting Services, Payment Gateways, SSL Certificates, Texting Services, Hosting Data Storage, Advertising, are not included in this project.

### Listed below are any specific project assumptions and agreements:

- Client will provide all media, illustrations, both photo and video, for website use unless contracted by Reusser Design.
- Client will be responsible for approved third-party costs such as email marketing, payment gateways, stock imagery, etc.
- Reusser Design will purchase ExpressionEngine license on client's behalf including other one-time modules costs.
- Client has obtained appropriate releases and authorization for the supplied content/media/information for this project.
- All project deliverables are budgeted for up to 2 rounds of revisions. Anything outside of that will be charged at \$125/hr.
- If client chooses to change approved deliverables they will be subject to budget and timeline changes.
- If client decides to introduce a third party vendor, agency, or contractor, Reusser Design has the right to renegotiate contract and costs of services.
- Website will be compatible with 2 versions back from current browser release at the time of development. Excludes Internet Explorer which will only be compatible with Internet Explorer 11.
- Website will be supported 60 days post-launch to fix any issues or bugs that arise. This does not include new functionality or extensive training.
- Excessive Project Delays: Any delay on the project in excess of 90 days will result in reprioritizing your project to the end of our schedule and incur a 10% penalty fee.
- All other services required after the support period has ended will be invoice at \$125/hour through our HelpDesk.

### Website Hosting

Reusser Design will assume that Wells County Public Library will supply ExpressionEngine compatible hosting. For more information regarding the requirements, please visit <https://docs.expressionengine.com/latest/installation/requirements.html>

Reusser Design can offer hosting starting at \$25/month plus a one-time \$250 setup fee.

*We have budgeted 2 hours for deploying your website which includes coordination of DNS, registrar, and final hosting arrangements. If more time is required to coordinate your deployment, you will be charged hourly at \$125/hour for services needed beyond this budget.*