



Project Proposal for:

KPFA

Rebranding & Website Development

submitted by Front Group Design

09.12.14

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**KPFA REBRANDING
& WEBSITE DEVELOPMENT**



**FRONT
GROUP**

Project Proposal & Estimate

Project Overview:

This is an important project to refresh and reinvigorate the brand and online presence of KPFA with a robust, smart and exciting visual identity and website that can serve as a strong foundation for the future of this vital community radio station. The rebranding of KPFA with a forward-looking and powerful logo as well as a consistent style guide that work together to tell the station's story and succinctly communicate its key messages to target audiences are primary goals of this project. This visual identity will guide the development of organizational collateral as well as the look and feel of a brand new website. In addition to providing 24 hour streaming audio and general information about KPFA, the site will also be built to encompass an expanding and dynamic set of individual show pages that each have unique multimedia content and an automatically updated episode archive. It will also be integrated with KPFA's online donation system and will be built to maximize online fundraising opportunities that reach beyond the standard on-air campaigns. The site will be built with a user-friendly and secure WordPress CMS and it will be fully integrated with KPFA's social media accounts. KPFA staff will be trained in the administration of the site and full documentation of all functionality will be provided upon project completion.

Project Phases & Timeline:

Phase I: Organization Analysis, Brainstorming & Strategizing - completed by September 23, 2014

The first step in a large project like this is for us to step into your shoes and learn as much as we can about the station's history, needs, goals, structure, workflow and trajectory. We will work to further identify the major challenges this project must address and begin the process of brainstorming and mapping out possible paths forward. A series of brainstorming and planning sessions with KPFA staff will work to narrow in on the best strategies for developing and deploying the new brand and website. We will also use this initial phase to review peer organizations and the range of solutions implemented for similar tasks.

Phase II: Conceptual Development & Branding - completed by October 28, 2014

Based on our research and analysis from Phase I, we will develop 2-3 concepts for the new logo and visual identity that we will then work with you to revise, refine and elaborate on. We will move on to create, flesh out and revise wireframes for the various web page structures, site maps that best facilitate user experience, possibilities for social media integration and the application of the visual identity to the site. By the end of this phase we will have narrowed all of this down to a final logo as well as a series of final drafts and website mockups that will guide us into the next phase of production. We will also use this phase to begin building some of the more complex and custom features of the website.

Phase III: Production & Web Development - completed by December 2, 2014

Once the final drafts and mockups have been approved, we will begin the process of building the actual website using a WordPress CMS, connecting it with any third party databases, integrating it with new and existing social media accounts, populating it with content and optimizing it for search engines and mobile devices. We will build out customized WordPress functionality that allows for robust multimedia performance, a flexible and dynamic network of individual show pages with automatically updated episode archives, and an integrated interface with KPFA's online donation system. A final working site that is ready to be fleshed out with content will be up and running at the end of this phase. We will also use this phase to develop any additional features to the site that KPFA staff have deemed necessary (*see additional options on page 4*).

Phase IV: Testing & Trials - completed by January 6, 2015

Before publicly launching the site, we will use the initial period after it is live to iron out any bugs and make last minute adjustments as it becomes populated with all of the KPFA's content and begins to be updated regularly. We will also work with KPFA staff to train them in the use of the site. We will supply video tutorials for navigating the WordPress CMS and maintaining the site upon completion of the project.

continued on next page

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Website Launch on January 20: Front Group Design will complete the work outlined in this proposal by January 6. However, it probably makes sense to build in an extra two weeks of buffer time to allow for KPFA staff to finalize all content on the site and complete the data migration.

a note on the proposed timeline:

This timeline is based on the assumption that we will begin the main work on this project on September 9. It is also contingent on timely responses from KPFA staff to proofs and mockups submitted by Front Group for review. Finally, in order to ensure a website launch date by mid January, KPFA staff will need to populate the new site with existing content as well as develop the necessary new content in a timely manner during Phases III and IV.

overview of core project tasks:

Organization Analysis, Brainstorming & Strategizing

- *initial strategizing and brainstorming meeting plus follow-up interviews*
- *research, analysis of trajectory & extensive review of peer organizations*

Conceptual Development & Branding

- *two or three initial concepts for the direction of the brand and visual identity along with variations for each*
- *three rounds of identity development and revisions including color palettes, typographic styles, iconography, use of images etc*
- *delivery of final logo package including all lockups of the logo & brand assets for various formats in all necessary file types*
- *two initial concepts for the architecture, wireframes and user experience of the website*
- *three rounds of architecture, wireframes and user experience development and revisions*
- *export of final complete mockups of website*
- *delivery of identity style guide detailing guidelines, color palette, typography, use of imagery etc*

Website Development & Project Implementation

- *development of back end site architecture*
- *implementation of WordPress CMS and development of custom WordPress plugins*
- *application of front end look and feel based on final complete mockups of website*
- *development of custom show schedule system that coordinates automated updating of all online episode archives*
- *development of site framework that gives each show a unique custom blog that is still integrated with the complete KPFA site*
- *duplication of KPFA streaming, schedule & custom blog functionality for KPFB + integration with complete KPFA site*
- *integration with social media and third party services*
- *workshop meeting for KPFA staff to be trained in the use of the customized WordPress CMS*
- *creation of online video tutorial library for using the new site*
- *final troubleshooting and launch of site*

Total Fee: \$33,915

The fees shown here are estimates only based on the core project tasks detailed above. Final fees and expenses shall be shown when invoice is rendered. Front Group very rarely exceeds initial estimates and the client's approval shall be obtained in advance for any increases in fees or expenses that exceed this original estimate.

Expenses: The estimated total fee is for design & development services only and does not include any additional expenses arising from this assignment including, but not limited to, website hosting, third party web services, purchase of stock imagery, professional photography services, etc. The client's approval shall be obtained in advance for any additional expenses.

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Payment Schedule:

- \$17,042.50 - initial deposit due upon confirmation of this proposal
- \$17,042.50 - final payment due within 30 days of final invoice delivery (early January)

Additional Options: Below are itemized possibilities for expanding the scope of the contract and adding in additional features and functionality to the website. All of these options are outside the scope of core project tasks outlined above and can be added on to the project plan as needed based on strategizing and decision making between KPFA staff and Front Group Design. Each option has an estimated total fee. The client's approval shall be obtained in advance for any increases in fees or expenses that exceed this original estimate.

- *development of organization identity collateral including letterhead and business cards + export of production ready files - \$850*
- *development of new, streamlined, custom online fundraising platform and secure automated online donation system - \$3485*
- *implementation of advanced mobile responsive capabilities for optimal user experience on smart phones and tablets - \$2720*
- *complete integration of online event ticketing functionality instead of using a third party site (Brown Paper Tickets) - \$1275*
- *bringing on an outside contractor to conduct an extensive review of the server set up and optimize it wherever possible - \$1955*

Cancellation: In the event of cancellation of this assignment, a cancellation fee for work completed, based on any additional expenses already incurred by Front Group Design that are not covered by the initial deposit, shall be paid by the client.

Agreement: If you would like to proceed with this project, we will need confirmation that you, the client, agree to compensate us based on what is detailed in this proposal & estimate.

Consented and agreed to

Tim Simons, *Front Group Design*

date

Quincy McCoy, *KPFA*

date