



# Proposal

## Georgetown University's McDonough School of Business - Website Redesign

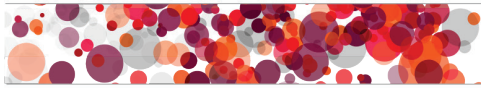
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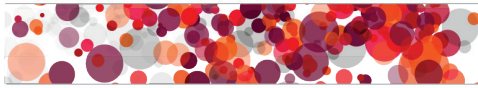
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## Introduction

NavigationArts is pleased to provide this proposal for user experience consulting services and the redesign of the Georgetown University's McDonough School of Business digital experience. As a user experience consultancy, NavigationArts' specializes in creating online experiences that are compelling and engaging for users and valuable for our clients. We appreciate the opportunity share our approach to the redesign of *msb.georgetown.edu* as it is an opportunity for us to leverage our substantial experience in strategy, planning and user experience design for mission-critical higher education web sites.

Over the past few years we've seen profound change in the state of higher education. The economic climate that started in 2009 has left students acutely aware of both the burden of student debt as well as the opportunity, or lack thereof, of post-graduate employment.

Stephen Burgay, VP of Marketing for Boston University, summed it up well in his 2012 *New York Times* article:

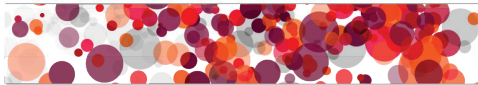
*"First, students want to be in the strongest possible position to compete for jobs and/or graduate schools, and that equates with academic challenge and achievement.*

*Second, given the very high cost of college, students are a lot more aware of getting a 'return on investment' and that, too, equates with academic and the reputation of the institution from which you graduate."*

Traditionally, Colleges and Universities do an excellent job of managing the in-person experience. However, when it comes to the digital space, they employ an organization-centric approach that fails to convey the value of that in-person experience. What's required is a new, student-centric, approach that is firmly rooted in the digital space.

For leading Business Schools like McDonough School of Business, the competition for students is fierce. NavigationArts believes the Digital Student Experience can and should be a powerful driver of ROI, helping McDonough School of Business drive demand among new applicants, improving student involvement and success, and stimulating alumnae involvement.

The following sections detail the approach and methodology NavigationArts will employ in the redesign of *msb.georgetown.edu*. We are excited about the opportunity to work with you on this important effort and support the continued success of Georgetown University's McDonough School of Business.



## NavigationArts Profile

NavigationArts, LLC is recognized as one of the country's leading digital consultancies. We provide expert advisory, design and development services that optimize the usability of our clients' websites and the business value of their online and offline programs for business, communications, intranet services, and e-commerce.

NavigationArts has substantial experience in the strategy, planning, design, and development of web sites, portals, and applications for higher education, including both for-profit and not-for-profit universities. We possess a firm grasp on the business objectives and communications goals commonly held by universities and colleges and are skilled at prioritizing the needs of diverse audiences ranging from prospective students to faculty and addressing their unique concerns through user experience design.

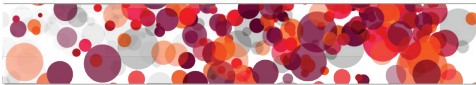
Our unique strengths lie in the areas of strategy, rich interaction and engaging visual design. We help our clients solve challenging problems by integrating highly experienced cross-functional teams drawn from analytical, creative, and technical disciplines.

How NavigationArts can help McDonough School of Business:

- Bring a user-centered design methodology that will align the new McDonough School of Business digital experience with the needs and expectations of the School's prospective and current students, their families, faculty, and related constituencies
- Create cohesive user experiences that provide intuitive navigational pathways supporting the School's business goals when interacting with key audiences
- Modularize content to enable delivery of targeted, contextually relevant, and engaging information to the right users at the right time over the right channel
- Create a high-quality and motivational visual signal that reinforces the School's rich in-person experience and promotes the desired outcomes from user interactions

As your partner, NavigationArts brings a wealth of experience and knowledge gained through helping similar organizations transform their digital experiences. Below is a sample of NavigationArts higher-education clients. Case studies and urls for "live" sites will be provided at the McDonough School of Business' request





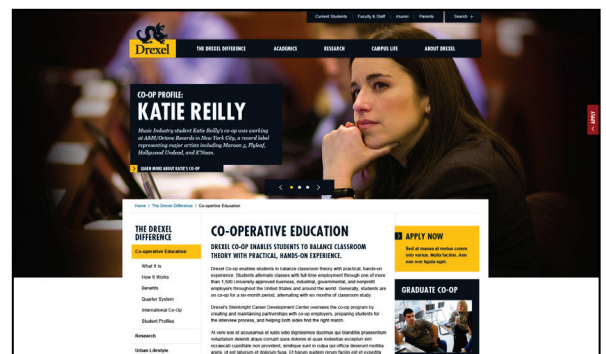
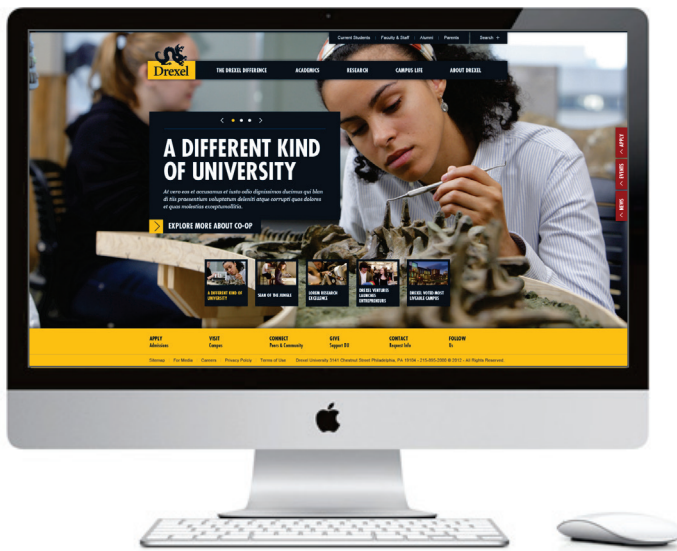
# Student as Hero

For the new McDonough School of Business digital experience to be successful, it must clearly state McDonough School of Business' value proposition, differentiates the School from the competitive landscape, and expose key messaging such as student's success and ROI. NavigationArts' approach is bridge the gap between the digital and on-campus experience based on the concept of the **Student as Hero**.

In this approach, the site's structure, interaction model, and visual signal are all aligned with the roles and goals of your key audiences. We will leverage McDonough School of Business' content and the capabilities of Drupal to ensure the new site builds a relationship with users on the first visit and facilitates future visits.

## Examples:

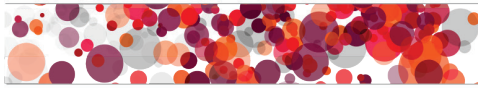
This approach is illustrated in our redesign of Drexel.edu. The homepage builds engagement through user of visual imagery and content that is grouped to support common user pathways. Navigation and interaction support a variety of user info-findings behaviors. The theme is maintained throughout the site and effectively utilizes the CMS to deliver relevant and dynamic content.



The new Saint Joseph's University website also puts the student experience at the forefront.

Built in Drupal, the site employs innovative interaction and functionality to capture user interest and draw them deeper into the site.





# Project Approach

NavigationArts methodology is based on industry-recognized best practices for user-centered design. We employ a phased approach to the engagement, beginning with a discovery exercise to clearly define your digital goals, your digital audiences, and how they interact with you online, and your requirements for the new digital presence. Informed by discovery, we then begin detailed design that results in progressively more detailed deliverables while balancing your business priorities, and any constraints.

## 1. Discovery

Experience has taught us that there is a strong correlation between a successful website redesign and developing a solid understanding of site audiences, and their behaviors, early on in the project's lifecycle. Our standard approach to audience research begins by forming a clear understanding of the current-state and goals of the business. With that perspective, we utilize a series of rapid diagnostic techniques designed to understand the site's current state (e.g., content, structure, interaction, etc.) to pinpoint both the strengths and weaknesses of the existing experience. Key components of this phase include:

### ❖ **Project Planning**

The project begins with a planning exercise in order to align all project resources – within the NavigationArts and McDonough School of Business teams – with the key tasks necessary to deliver the project on time and on budget. During Project Planning, NavigationArts will conduct a project kick-off and work with the School to gather relevant artifacts, establish team roles, project administration, and project schedule.

### ❖ **Stakeholder Interviews**

We will conduct facilitated sessions with key business and site stakeholders in order to gather requirements and establish priorities for action. Typically, these sessions last for 60-90 minutes and we prepare a set of questions that allow for further dialogue as feedback directs.

### ❖ **Current-State Analysis**

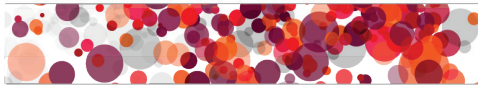
In order to develop a deeper understanding of the current site, its content and your users, we conduct an analysis of all key artifacts from the School's digital presence. This includes: site metrics; search logs; marketing and communications materials, logs, and results from past surveys if applicable. This analysis helps provide insight into the primary navigational paths, high-value content, drop-off points, and user pain points.

## Findings & Recommendations

The primary output from this phase are a set of Findings and Recommendations that align the School's business goals with the needs of key audiences, and details a design strategy that will enable the new site to fulfill those needs and goals. The objective is to define the future site experience based on the needs and attributes of your key audiences and establish a solid foundation for the rigorous design work to follow.

### **Discovery Deliverables:**

- Project Plan
- Requirements Document
- Findings & Recommendations



## 2. User Experience Design

Creation of the new McDonough School of Business digital experience is comprised of two primary design activities, Information Architecture and User Interface Design. It is in Information Architecture (IA) where we define the proposed site structure, organization of content, interaction flows and functionality within the site. The NavigationArts team will build upon the lessons learned during Discovery to develop a cohesive site architecture and intuitive navigation schema.

For the new McDonough School of Business website to be successful, it must be wrapped in a visually appealing and appropriate aesthetic. This user interface must be able to reconcile the competing demands of the business goals, the technical feasibility, the scalability and ultimately the end-user goals. NavigationArts' approach to User Interface Design has two core objectives. The first is to create a visual signal that is exciting, relevant, and memorable and that builds the McDonough School of Business brand. The second is to provide the nuanced visual cues that direct users as they interact with the site.

The new digital experience takes shape through progressively more detailed design deliverables:

### ❖ **Site Map**

The Design Phase begins with the development of a site map that outlines the future navigation structure and site hierarchy. The site map will detail the main navigation, utility navigation, and footers. The objective is to establish the new site's organization, describe where content and functionality live within the site structure, and plot the interrelationship among the content elements.

### ❖ **Wireframes**

We then develop detailed drawings of all key site pages and unique components that depict how content and functionality will be arranged at the page level. During this process, we'll work closely with the McDonough School of Business on the layout of specific types of pages and the priority of content, page-level interaction, and navigation schemes.

### ❖ **Creative Exploration**

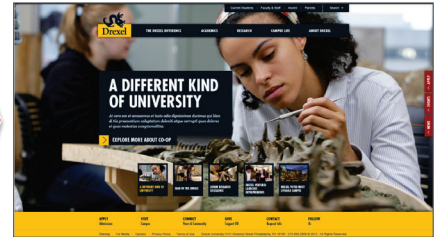
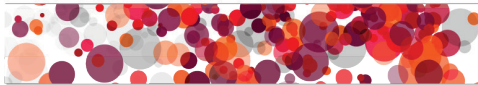
Upon approval of the wireframe models, NavigationArts' Visual Design team will conduct a "**Creative Kick-off**" meeting with the School to define key brand signals and to discover any and all design standards and guidelines. We will then explore appropriate visual alternatives for the new site and develop two design alternatives from which to choose. The initial design will be presented in representative screens for the Home Page and predetermined sub-pages and content elements.

Important inputs to this process include:

- Consensus of key client stakeholders
- McDonough School of Business core messaging and positioning strategy
- Brand guidelines and visual assets
- Balancing rich interaction and responsive design with browser compatibility and technical constraints

### ❖ **Design Extensions**

With the School's selection of the preferred design direction, our Visual Design team will work to finalize that direction and extend the aesthetic to fit all unique page types within the site. Throughout the process, our designers work closely with both the IA and Development teams to ensure that the proposed solutions support the usability and accessibility objectives as well as the technical requirements needed to implement and maintain the site within the agreed-upon framework.



Example: Creative Exploration

**User Experience Design Deliverables:**

- Site Map
- Wireframes
- Design Alternatives
- Design Extensions

### 3. Development

During this phase NavigationArts conducts all the development activities associated with the development and configuration of the Drupal 7 CMS platform required to effectively deliver the online experience illustrated in the design documentation. The development team will maintain two primary work-streams, one focused on the configuration and development of back-end functionality and the other focused on the front-end presentation layer. The work will be closely coordinated with the intent of integrating the work products prior to system testing and deployment.

During the redesign of a Drupal site, whether it's a new implementation or existing Drupal deployment, NavigationArts standard practice is to ensure the theme will target and be optimized for layouts at different common screen sizes. Layouts are optimized for breakpoints between 1280 pixels and 768 pixels (iPad vertically oriented), and layouts become "liquid" for displays smaller than 720 pixels (i.e., smartphones and smaller tablets). In developing responsive layouts, NavigationArts accounts for components that do not translate well for mobile devices but are still desirable, rendering such content based on their priority.

❖ **Interface Development**

Interface Development consists of building out the approved design in the form of a Drupal theme with HTML templates, graphics, JavaScript, and Cascading Style Sheets (CSS). Under this proposal, NavigationArts will develop fully responsive layouts that will be fluid below 1200px and would capture any device falling on all dimensions between targeted breakpoints.

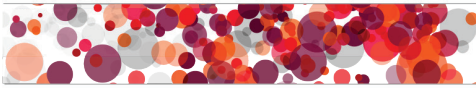
❖ **Drupal Development**

Back-end development consists of the configuration of Drupal 7 to meet the new site's requirements, development of new content types, field, views, menu structure, and core/custom modules necessary to create the website shell structure.

❖ **Testing and Deployment**

Key test activities identified in the McDonough School of Business test plan will be conducted to validate the developed solution adheres to the approved design and technical specification. All development deliverables are carefully checked for quality, validated according to code standards, and tested on target browsers and platforms. For functional aspects such as content management,





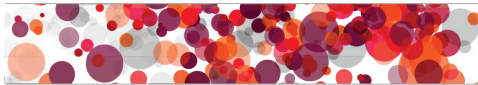
search and other system-based development, our team will conduct ongoing unit testing, consult and assist with the development of user acceptance plans and testing, as well as track and manage defects to ensure the solution delivered operates according to the approved upon technical specifications. User Acceptance Testing (UAT) is typically the responsibility of the client. Upon completion of User Acceptance Testing (UAT), NavigationArts will provide support to McDonough School of Business during deployment.

***Development Deliverables:***

- Responsive Layouts – HTML layouts for all unique pages and associates CSS files, JavaScripts and Dependencies
- Quality Assurance Report
- Functioning Website Shell on McDonough School of Business' server/hosting environment

## 4. Timeline

Comparable redesign efforts within our organization have required approximately 3-4 months and required a core team of 5-6 consultants. Any schedule or timeline is dependent upon the details and complexity of the scope of work and the client environment, including review and approval cycles. Once NavigationArts and McDonough School of Business have a mutually agreed-upon scope of work, the NavigationArts Engagement Leader will work with the School's project leader to develop a mutually acceptable project schedule that will separately list each material task that comprises the engagement, sequencing and dependencies.



## Estimated Costs

NavigationArts proposes to provide consulting services to McDonough School of Business on a “time-and-materials” basis for a specified period of performance. The estimated cost provided in the table below is based on our understanding of the McDonough School of Business’ requirements, the proposed scope of work, and our experience with projects of similar size and scope. These costs are a “good faith estimate” and will be validated in collaboration with you in developing a statement of work.

### Estimated Professional Services and Expenses

Component	Est. Hours	Estimated Cost
Discovery	100	\$18,000
User Experience Design	230	\$42,000
Development	240	\$40,000
<b>Estimated Project Labor</b>	<b>570</b>	<b>\$100,000</b>

### NavigationArts Professional Labor Rates

<i>Role</i>	<i>Rate</i>	<i>Role</i>	<i>Rate</i>
Sr. Consultant/Engagement Lead	\$205	Content Strategist	\$158
Project Manager	\$150	Art Director / Sr. UI Designer	\$170
Solution Architect	\$205	Sr. Web Developer	\$160
Sr. Engineer	\$205	Business Analyst	\$158
Creative Director	\$205	CMS Developer	\$156
Sr. Information Architect	\$188	QA Manager	\$158
Sr. Application Developer	\$188		

### Payment Terms

- Services described in this proposal will be provided on a time-and-materials basis
- All project fees, for both professional labor and approved expenses, will be invoiced monthly. Payments not made within thirty (30) calendar days of invoice or the date otherwise due will bear interest at the rate of 1.5% per month, or the highest legal rate, whichever is less, commencing as of the date of invoice or the due date, until fully paid.
- Client will pay, or promptly reimburse NavigationArts for, all taxes and duties assessed in connection with this statement of work, including sales and use taxes, but expressly excluding taxes payable on NavigationArts’ net income.