

Proposal 230HOT
Date 15.7.15

To **Tahni Froud**
General Manager
HotHouse Theatre
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tahni@hothousetheatre.com.au



Gday Tahni and Lyn

Thanks for your recent briefing, and the opportunity to create a proposal for the **HotHouse Theatre** website redevelopment.

This proposal outlines my understanding of the brief, and has additional information regarding stages of the project, timing, pricing, invoicing, technologies, licensing, copyright and such.

Briefing and requirements

From your briefing I understand that the current inhouse website needs a redevelopment in order to align with—and project more creatively—your identity as a cultural leader in the region, and to help develop your improved national profile.

The current website has been a huge inhouse undertaking, and a lot has been achieved. I can help take all that equity forward, and adding new features and functions to make the website more creative, dynamic and active, while providing more content to your users.

I understand from our meeting that Megan Zawertailo may be providing a refreshed graphic design for the website, and I will work hand-in-hand with her to ensure the accurate integration of the graphic design, while also providing her in advance with an information architecture to help set some design parameters.

Example websites

A review of two example Arts Company websites (Belvoir Theatre and Malthouse Theatre) shows graphically rich layouts across with full-screen/full-width responsive design approach, particularly on the homepages. These two websites were cited as inspiration for the new story-driven, visually dynamic website.

Homepage redevelopment

To make our new homepage more dynamic (particularly after reviewing the example websites) it may be important to extend the theme functionality with plugins (eg. image slideshows), or to instead use a different theme that already has more advanced dynamic features. Such an approach would also put extended functionality and advanced features at your disposal for other future developments. This would allow full-screen graphics, to take advantage of your wealth of imagery, even allowing the use of video in these layouts.

Another approach to increase the richness of the information on your new homepage is to include news feeds from your social media channels, to bring aspects of your existing posts (especially Facebook and Instagram) directly into your website.



Additional content and menu revision

Four additional areas Productions, News, Social Media, and Current Season—need to be integrated into a revised menu structure. In addition, to assist with making a more dynamic homepage, and highlighting key information, a summary/excerpt element for any or all of these can be included in a revised multi-column layout.

The new website requires new menu structures that reflect the archiving of past productions by season, in a similar way to the previous website examples.

The archiving of past productions may best be achieved using the advantages of the Wordpress blogging system. Each blog post is date-based, and can be categorised according to existing in-house/industry terminology, and as such is an optimal method to archive, organise and access past productions.

The blogging system combined with specific advanced Wordpress themes also allows advanced snippets and menu structures for accessing and displaying these pages. For example, not merely text listings in an archive, these advanced blog displays can also be visually impressive 'Instagram-style' page layouts combining imagery and excerpts that will open full pages.

Ticketing System

I agree that it is best to update the site first and the ticketing system later, once everything with the new live website has stabilised. I can work with the SABO iframes to achieve the same effect as currently achieved.

Website to be responsive across all mediums

Almost all the responsive behaviour will be defined by the WordPress theme I choose. I find that with each website I make there are usually about 6 hours of modification to the responsive framework to make it suit the specifics of the site. This modification occurs *closer to the end of the project*, after all the known information structures are in place, just prior to going live.

Interactivity with social media platforms

Most themes already enable blog posts to be shared across other social media platforms. I can also include any icons that link out to your existing social media channels.

CMS training to enable you to maintain/update the site

I have factored training into the quote and have specific information on page 6. The main point I'd like to emphasise is that training usually begins taking place fairly soon after the site is live. I usually add all the page content, sometimes even cloning an existing site, and often there is no client training required prior to going live. Since you already have inhouse WordPress skills, this training will more likely be related to the theme I choose, not WordPress itself.

Ability to upload videos

Since you have a rich archive of video, the easiest way to integrate them into the website is via a feed from your hosted YouTube and/or Vimeo accounts. Self-hosting video is extremely costly, so this free option is usually very attractive. Given that you already have a YouTube channel this will be very easy to integrate. This capability may also be encouraging for you to post even more videos to YouTube.

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Ability to upload podcasts

Podcasts can be attached to pages as well as to blog posts. The out-of-the-box interfaces for playing podcasts are very basic, though may be all you need. Premium plugins can be purchased that can allow more control within more sophisticated interfaces. Such plugins are anywhere from \$15US to \$90US. This is something we can review when the project is underway.

Reporting & analytics capability

Your site already has a Google Analytics account, and I can add the necessary tracking code to your website prior upon going live.

SEO

Almost all premium WordPress themes are coded with SEO best practices in mind. I can install an SEO plugin (eg. Yoast's WordPress SEO is one of the most popular) to assist with your attendance to SEO matters, though only an SEO expert can advise on how to perform each aspect and types of information to input. I have not included any time or cost in this proposal to assist with SEO, beyond the installation of that plugin.

Web hosting

Web hosting is outlined on page 6.

Domain name

The domain name already exists and is in use. The current site will need to be archived and replaced with the new site.

Email addresses required

Email is already set up. There is no requirement for me to be involved with email addresses.

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Project stages

The website will be produced in a series of stages, each designed to minimise distractions and to logically build upon a strong foundation.

Stage One *Planning.* Examine existing goals, determine any new goals and their subsequent content requirements. Consider an information architecture based on existing ideas, and any new ideas that develop during this stage.

Stage Two *Structuring and Input.* Content tree-diagrams and linework-diagrams (wireframes) are usually created for visualising the information architecture. This architecture shows the required menus, information areas, technology functions and how they will be organised and arranged in relation to each other.

Stage Three Supply the approved wireframes and briefing for the graphic designer. Assist the understanding of designing for the dynamic nature of a responsive website.

Your instance of WordPress will be installed on my development server, and a functionally appropriate theme will be purchased and installed, configured and modified ready to integrate the approved graphic design, the intended functionality and content types.

Stage Four *Visual Concepts.* Apply elements of the supplied graphic design to the overall visual framework. This stage works with aspects of the known content and architecture, but also has dummy content. All visual concepts at this stage are produced for the desktop design (large screens).

Stage Five *Production.* Input of content via WordPress. This involves making the web pages, export and import of existing posts, adding and typesetting written content, scaling and placement of images, PDF inclusions, video and podcast integration and such. Any required plugins are to be installed and configured during this stage, including any that may require purchase.

At this stage, additional graphic design may need to be created to work on specific content elements and features. Usually this is something I can do myself under art direction and approval of the graphic designer, rather than getting the graphic designer themselves to supply more examples.

Stage Six *Evaluation.* This is not strictly a defined stage, but as the website is produced an iterative evaluation > design > production > evaluation cycle begins, to ensure all content is accurate and complete. During this stage the responsive designs will receive more attention, to be tested on various devices.

Stage Seven *Installation.* Migrating the launch-ready website from my development server. This requires co-operation with your hosting provider.

Stage Eight *Training and maintenance.* Training in WordPress will be task-focussed (see page 6). An ongoing relationship begins where differing content and technical maintenance duties are carried out by each of us (each party).



The next couple of pages go into more detail about Website Content Management Systems (CMS) before moving onto pricing, timing, copyright and such. You may know some of this information already, but it may also be a good recap.

WordPress, the suggested Content Management System for your website

As discussed, I agree with using *WordPress*—it is opensource, is free to use, is currently in use by more than 70 million web publishers—the defacto standard for high quality opensource CMS. For more information about WordPress, see <http://www.wordpress.org> and <https://wordpress.com/activity/>

You have inhouse skills already, yet WordPress is simple for new staff members to learn.

WordPress has an interface that is very easy to use, is very flexible and scalable due to a wide range of extension options (plugins)—some provided freely and others at relatively low cost (made by the opensource IT community). Extensions may include such functionality as an events management tool, secure pages (non-public/member areas), promotional sliders, contact forms, usage statistics, facebook integration, security improvements, enhance image or video galleries, news modules, text randomisers (good for random quotes or testimonial display), email subscriber mailing list tools and such.

WordPress License

WordPress is released under the GNU General Public License: <http://wordpress.org/about/gpl/>

This license allows the freedom to use, modify and reproduce the software (and even re-release it) provided the General Public License is adhered to.

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Additional technical information

Training

I have found approximately 4 to 6 hours training per person is substantial for the core WordPress and theme tasks such as updating content, writing blogs, adding image galleries, changing menu items, adding promotional slides.

All training will be task-focussed, so it is not about the full use of the theme or all aspects of WordPress, but is instead focussed on what content management tasks each staff member will perform.

Training is best undertaken in person in batches of 1 to 2 hours, and usually takes place after the website is live. This training can take place anywhere within the first 12 months.

Training can also be followed up with adjunct screencast videos (5 minutes each) covering distinct tasks. These come to form an archive that can be used again and again, particularly if the content managers are not performing such tasks very often, it's easy to forget what to do, and the videos are great reminders.

Support

Once the website is complete, I am available to guide you and support you in your use of WordPress. Once your training is undertaken, support thereafter is usually *ad hoc* assistance by telephone or Skype. There is no charge for basic support of the website as setup upon delivery, and I will be available for **12 months**. For example, I update plugins and any attend to any bugs free of charge during this period.

Beyond 12 months, training and support will be charged at \$100 an hour, though I find that most clients don't need extra support after the first 12 months.

My approach is to still 'be around', I will not disappear the moment the website is live, but instead recognise that this is an ongoing entity and an ongoing relationship.

My philosophy is to help my clients be independently able to author their website content. The 'old days' of web designers being an expensive bottleneck that made updates untimely and expensive are definitely over. My role will be as support, and to do anything that may be too complex. In addition, since we will be using industry standard software and coding in standard ways, you will be able to find an abundance of WordPress-savvy developers should you need to have other people also work on your website in future.

Web hosting

I understand that your hosting has been transferred to Total Solutions IT, and I will work with them to setup the final installation. I will need their full co-operation in helping with this, and perhaps even modifying some of their settings if required.



PRICING

Website design and production

All work stages outlined in the stages on page 4.

As per the descriptions on my website, I expect this website will be at the lower-end of my 'Enhanced' websites (<http://www.itchybrain.com.au/pricing>).

	\$	4800.00
GST	\$	480.00
Total (inc GST)	\$	5280.00

Please note *The first 4 hours of author corrections* are complementary. Thereafter, author corrections will be charged at \$100.00 per hour plus GST. *Author corrections are wholesale changes of the original briefing, changes to original project size and scope.*

Hourly rates

Sometimes a project will require additional work to be done under an hourly rate, eg.

- Sourcing material from third-party providers, such as photographers or writers.
- Project managing of third-party suppliers
- Additional illustrations, image-editing or optimising, creating animations, charts, and such.

Hourly Rates are \$100 plus GST.

Currently, there is no known requirement for additional work to be managed or procured by me.

Ongoing support costs

There are no fees for the license and use of WordPress.

Should you require my training or support beyond the initial 12 months, I will charge on an hourly basis. Hourly Rates are \$100 plus GST.

Additional costs

WordPress provides many free functions, however, some functionality is enabled on a commercial basis, and are often functions provided as a plugin to extend the capability of WordPress.

I will guide you in the purchase of a WordPress theme, which is your own cost in addition to this proposal. The potential theme may cost approximately \$60US initially.

Some plugins require an initial fee, and then an ongoing annual fee. I haven't yet identified a need for anything at present, but will alert you should this need arise, and help you purchase.

The other regular ongoing costs you will have are with your eventual web host.

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Additional Information

Itchybrain Payment terms

Startup - \$1600 plus GST. 7 payment terms, but I don't start until payment has been made.

Midway - \$1600 plus GST. 7 day payment terms.

Final - Balance after launch of final website, and your full approval. 7 day payment terms.

Should you accept this proposal I will generate the invoice for the startup fee.

Timing

I usually expect a website of similar nature to take anywhere between 10 and 14 weeks—the longer timing is usually dependent upon content provision. Since you are supplying the graphic design (via Megan), and also providing some existing content while creating new content, this will speed up the production process. I understand you are aiming for a launch of late October to be prepared for the launch of the 2016 season mid-November. This should be achievable if we were to begin the project at the start of August.

Copyright and usage

Copyright related to third-party materials (such as graphic design, photography or writing) is arranged between the supplier and you.

I may on occasion refer to your project in my business self-promotion, as a case study or portfolio sample of my design work.

Samples of other work

A portfolio of my work is shown at <http://www.itchybrain.com.au/portfolio>

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Conclusion/acceptance

Thanks again for our discussions thus far Tahni and Lyn, and for considering this proposal.

I really look forward to the potential of working with you both, and also with Megan.

Should this proposal be accepted, please email me at darryl@itchybrain.com.au, and I will generate the invoice for the startup fee (see page 8).

Please email me or call my mobile with any queries, comments, or if we need to discuss things further.

Kind regards

Darryl Butler
Director

Itchybrain Productions