

Proposal

OSU Libraries Website Discovery, Planning, and Design

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MADISON AVE. COLLECTIVE

madcollective.com

Madison Ave. Collective (MAC) is an award-winning UX design and development firm based in the friendly Pacific NW college town of Corvallis, Oregon.



We build research-driven, user-centric websites for higher education.

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1. Meet Madison Ave. Collective

Madison Ave. Collective (MAC) is based in the Pacific NW college town of Corvallis, Oregon and has been in continuous operation since 2008. We will be celebrating our 15th anniversary in August 2023. We have a long history of working with publicly-funded agencies throughout the country on projects related to education, community health, public safety, transportation, and governmental affairs. **Within the last few years our higher education experience includes work for (listed alphabetically):**

- Central Washington University
- Edmonds College
- Linn-Benton Community College
- Mt. Hood Community College
- Oregon State University
- University of Oregon

We believe that iteration and collaboration are at the forefront of any great design process. We work with our clients to specify, review, and refine work together. Our expertise in user experience design and website development, coupled with your organization's passion for the work you do and people you serve, helps us to create impactful and meaningful strategic design and execution decisions.

Primary Services Offered

Madison Ave. Collective provides a comprehensive suite of services to our clients. We have the capability to serve your needs from initial research and strategy through the implementation of complex branding, communications, marketing, and web development efforts. Our services include:

Research & Strategy

- Stakeholder interviews
- Focus group facilitation
- Online survey development and results analysis



- Website analytics & data analysis (Google analytics, heat mapping, etc)
- Competitive analysis
- User testing facilitation

Brand Design & Development

- Logo design
- Naming
- Tagline & messaging development
- Marketing expansion including web design

Strategic Messaging & Communications

- Naming and messaging
- Website content strategy
- Audience personas
- Copywriting and editing
- Editorial training and guidelines (including social media and SEO)
- Communications training

UX/UI Design & Website Development

- Site architecture and content strategy
- Functional and technical specifications
- Custom website visual design
- Content development (copywriting, photography)
- Custom website development (HTML/CSS/Javascript)
- Content management systems including Wordpress and Drupal
- State and Federal web accessibility compliance
- User testing
- ADA & WCAG version 2.1, level AA Compliance



WCAG Compliance

Many firms can create websites that look good on first glance, but MAC goes deeper than that with a focus on equity and inclusion. We help our clients create websites and web tools that are intuitive and easy to use. And that should be true for *everyone* who visits your website. The tools we create for our clients meet ADA and WCAG 2.1, level AA compliance standards – everything from appropriate color contrast, specifying minimum font sizes in web style guidelines, and adding metadata to web elements for ease of use by screen readers.

As a publicly-funded entity this isn't just important for Oregon State University, it is required by law. Let Madison Ave. Collective help.

See madcollective.com/accessibility for details about the accessibility standards we follow.

Project Team

Our company has seven staff members; we also regularly employ a number of trusted contractors for their individual expertise. In total, there are 15 people on our core team. Together, we are guided by a set of values we call our Playground Rules – six principles for serving our clients and community. Doing good work is, and always will be, rule #1. Our secret weapon? Starting every new client relationship with an in-depth research and strategy phase we call Discovery.

The following key team members from MAC who will be dedicated to this project. Each individual brings expertise to certain aspects of the project, and will be utilized during appropriate phases of work.

- **Jeff Jimerson**, Creative Director & Information Architect
- **Prue Ruby**, Senior Project Manager
- **Logan Hoffman**, Senior Strategist
- **Piotr Kossakowski**, Digital Strategist



- **Sierra Johnson**, UX/UI Designer
- **Emma Palin**, Graphic Designer
- **Cully Larson**, Senior Developer
- **Rosie Leung**, HTML/CSS/Javascript Developer

Project Management

Our dedicated full-time senior project manager, **Prue Ruby**, will be your primary contact for ongoing needs including scheduling meetings, reaching project milestones, and managing the budget and billings while also ensuring our internal team deliveries are on time and communication flows smoothly. To ensure quality outcomes, throughout the project we'll meet at regular intervals to review work, receive feedback, and provide frequent project status updates. Depending on your preference, we can set a weekly standing meeting or we can meet more frequently around times of key milestones. This iterative and collaborative process ensures your timely involvement and feedback, and increases confidence for each subsequent step.

We use an agile method of project management, believing that interaction, collaboration, and information sharing are key ingredients for success. Our standard suite of tools includes Google Workspace (for collaborating on documents), Slack (internal project management and communications), Dropbox (file syncing/sharing), and Figma (interactive demonstrations of work and user testing). We have extensive experience with many additional project management tools, and can easily adapt to other platforms if requested for collaboration by your team.

Our team is led by **Jeff Jimerson**, Madison Ave. Collective's Principal & Creative Director, who will review all deliverables before they are shared with your team.



A. References

Jennifer Boehmer*

Chief of Staff/Vice President for Strategic Communications, Warner Pacific University
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**Jennifer was recently the Executive Director of Institutional Advancement at Linn-Benton Community College*

Karen Magerelli

Director of Marketing & Public Information, Edmonds College
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2. Scope of Work/Project Approach

To best meet your project goals, MAC recommends approaching the work outlined in two phases. **Following the completion of Phase 2, MAC can provide you with a fixed cost proposal for website development that's based on collaborative discussions with you about a division of labor between OSU Library's internal staff and MAC staff.**

PHASE 1: Discovery (Research & Strategy)

In PHASE 1: Discovery, MAC will complete an in-depth, comprehensive evaluation and assessment of the current website and your organizational goals and objectives. MAC will use the findings of this assessment to make informed, strategic, and tailored recommendations regarding the architecture, design, and development of the new website as we move into later phases of the project. MAC will complete the following work to gain a comprehensive understanding of the project, your objectives, and your target audiences.

Internal Document Review

We'll conduct a thorough review of internal documents, such as the existing information architecture, current marketing/communication strategy documentation, brand standards, and website technical documentation provided by your team that will give us insight into current communication via the website as well as already identified issues and goals for this project. Summary findings and recommendations documentation, including proposed changes to the site navigation, will be provided to you, and these findings will inform decisions during later phases of the project.

Comprehensive Website Audit (UX, Information Architecture, and Content)

We'll complete a comprehensive audit of the three OSU Libraries websites (library.oregonstate.edu, guin.library.oregonstate.edu, and cascades.library.oregonstate.edu) at all standard responsive breakpoints (desktop, tablet, and mobile). We will review accessibility compliance, usability, tone and voice, organization (information architecture),



calls-to-action, and content quality (including best practices for mobile copywriting); then make and document recommendations for improvement.

Online Survey

We will develop an online survey to evaluate user experience, perceptions, and potential areas for improvement with the current websites.

MAC will analyze up to 350 responses for the purpose of generating findings and recommendations, with participants categorized according to their association with the Libraries (current students, community members, administration, faculty, alumni, etc.). A detailed summary of findings will be provided for the 350 surveys analyzed, as well as raw results for all completed surveys. *Note: OSU will be responsible for providing contact lists and distribution of the survey.*

Interviews & Focus Groups

MAC will conduct up to 10 hours of interviews and/or focus groups with OSU Libraries stakeholders (e.g. administrators, faculty/staff, students, and engaged community members) as a way of further assessing the behaviors, opinions, desires, needs, and requirements of current users and target audiences. These interviews and focus groups will allow us to follow up on any preliminary findings, collecting qualitative data to gain a deeper understanding of user perception and experiences. All interviews and focus groups will be recorded (audio or video) with consent from the interviewed party(s), and these recordings will be provided along with our summary findings and recommendations.

Website Analytics Audit

We'll conduct an in-depth audit of your website analytics over the past 12 months to gain a quantitative understanding about who is using your website, how they are using it, the information they are looking for, and how successful they are at easily navigating to the information they want to find. Our findings and recommendations will be provided to you in written documentation.



PHASE 1 DELIVERABLES:

- Key findings from internal document review
- Comprehensive website audit
- Survey results and key findings summary
- Interviews/focus group recordings
- Website analytics audit
- Summary written report of key findings & recommendations
- Presentation of findings and recommendations to key stakeholders

Note: Deliverables in Phase 1 include one round of review and revision.

PHASE 2: UX/UI Planning & Design

In PHASE 2: UX/UI Planning & Design, we take our approved recommendations from the previous phase and use them to define a web strategy for your project that meets the goals and objectives while also beginning to implement this through the creation of a new information architecture (IA) and visual design mockups. This phase is informed by the findings from our Discovery and further collaborative discussions with your project team. The purpose of this phase is to think strategically about the user tasks, content, user pathways, and design choices to plan the new web information architecture, wireframes, and ultimately the interface visual design. This approach allows us to plan, develop, test, and implement a new design and web architecture along with user acceptance testing. To do this we'll complete the following tasks.

Website Information Architecture (IA)

Using our Discovery research, and working with your team, we will develop efficient and user-intuitive website architectures and navigational structures for all three of the the new websites, creating commonality where possible while also incorporating unique content to be featured on each site while outlining the page organization and streamlining user pathways to the most important information for each audience. The IA for each site will specify all page and section names for up to four click levels deep.



Functional and Technical Specifications Documentation

Using our Discovery research, and working with your team, we will create comprehensive requirements documentation outlining all functionality for the three new websites, including where it will impact specific pages in the site structure (IA). We'll also specify the technical solution(s) utilized to complete each of these functional tasks to create a clear guideline for our development team in building the website.

Homepage Visual (UI) Design Mock-ups

MAC will create two different homepage design concepts for review and approval. MAC will take feedback from your project team and modify design files to address your feedback. Following the review and revision process, the OSU project team will select one design concept to carry forward through the design. This design direction and subsequent templates will be utilized on all three sites.

Visual Design (UX/UI) for Mobile & Desktop

With approval of the website architecture, content strategy, and Home page design, we will design up to 10 custom page templates to plan the visual layout and user interface (UI) for the site at various responsive breakpoints (desktop, tablet, mobile). **These files will be shared with OSU in a clickable prototype using Figma** for both desktop and mobile screen sizes, as well as a website style guide to ensure a consistent look-and-feel across the site. The Figma prototype will utilize static screens with clickable hotspots to simulate an interactive experience.

User Testing

During the UX/UI design work, MAC will develop a user test and facilitate one-on-one (remote) user testing with up to five participants. The tests will involve developing desktop screens for a clickable prototype of static pages shared through Figma, as well as writing up the task questions. All tasks will be informed by Discovery research and aimed towards the highest priority goals, such as increasing philanthropic support.



We will incorporate the findings from these tests into the UX/UI design review and revision process with your team. *Note: OSU will be responsible for recruiting participants who are representative of the target audience(s).*

PHASE 2 DELIVERABLES:

- Information Architecture (IA) for the three OSU Libraries websites (library.oregonstate.edu, guin.library.oregonstate.edu, and cascades.library.oregonstate.edu)
- Functional & Technical Specifications Documentation
- Two Homepage Visual (UI) Design Mock-ups
- Visual Design files for all templates (up to 10 total) and all components used in site design and development, which will be applied to all three sites
- Visual Website Style Guide identifying color and other differentiating design elements
- Clickable website prototype in Figma
- User test development (tasks and screens) with written summary of findings
- Facilitation of 5 user testing sessions with recorded audio/video

Note: Deliverables in Phase 2 include two rounds of review and revision.

Project Timeline

MAC can complete the work scoped here within a 6-month timeline, which would put you on track to complete the full project through development within 12 months. Meeting this timeline will require active engagement by your project team and other stakeholders in research and review of deliverables, and will also be dependent on the availability of the OSU Libraries web development team to complete tasks assigned to them in the development stage of the project. A more detailed schedule will be provided once a signed contract is in place.

MAC always works in good faith to absorb minimal project delays into the overall project schedule, please note that delays caused by OSU in providing access to necessary materials or people for research, or delays in providing feedback at all review stages may cause this project to go off schedule in ways that cannot be absorbed into this project timeline. Your active, full participation will be needed to meet the desired deadline.



3. Proposal Pricing

MAC is issuing this estimate as a fixed cost project bid based on the outlined deliverables and rounds of review and revision. Additional deliverables or review rounds, if requested, may be subject to additional costs billed at a standard rate of \$175/hour.

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| Phase 1: Discovery Research & Strategy | \$25,000 |
| Phase 2: UX/UI Planning & Design | \$30,000 |
| | <hr/> |
| Total: | \$55,000 |

4. Terms

General Terms: This proposal covers services as described only, and includes estimates of time and costs based on all information available prior to project start. Outside costs such as equipment rental and artwork licenses (including the purchase of fonts or photography), if any, will be estimated separately. If any work is anticipated to exceed estimated costs as outlined in this proposal, Madison Ave. Collective (MAC) will obtain Client approval before proceeding with the work; alternatively, Client may decide not to include said work. Project status and approval meetings will be scheduled weekly or on an “as-needed” basis throughout the project.

Payment Terms: We will bill for work at the completion of each phase outlined within this proposal. Invoices will be due on receipt. Late accounts could cause project work to be discontinued until the account is brought current. This estimate is valid for up to 30 days. Inactivity for more than 45 days after beginning the project may invalidate estimates. When a project is delayed beyond 45 days we will bill for work completed to date. Any additional



Client-requested work outside the scope of this proposal would be billed additionally on a time-and-materials basis at standard hourly rates.

Intellectual Property: All products relating to work performed by us under this engagement will remain our property until payment for services is received in full. Upon receipt of payment in full, all rights to final deliverables will be automatically transferred to the Client without the necessity of further action. Working files and creative concepts not accepted or purchased will remain our property. MAC reserves the right to use work samples in online and print portfolios. The Client must be the copyright holder for all materials supplied to MAC, or have permission to use the materials from the copyright holder. MAC is not responsible for any copyright violations. The Client shall indemnify the designer against all claims and expenses, including reasonable attorney's fees, due to uses for which no release was requested in writing or for the uses that exceed authority granted by release.

Termination: This agreement can be terminated at any time by either party. In the event of cancellation of this order, MAC will charge for work already completed and for any extraneous expenses that have accumulated up to the cancellation date. If we have received advance Client payments that have not been used for work performed, we will reimburse Client for any applicable overpayment within 20 (twenty) days of termination.

Limitation of liability and dispute resolution: Client agrees that it shall not hold the MAC or its agents or employees liable for any incidental or consequential damages that arise from the Client's failure to perform any aspect of the project in a timely manner, or that result from causes reasonably beyond the control of the MAC or its agents or employees. In no event shall the MAC be liable for indirect, incidental, or consequential damages, including, without limitation, loss of profits or interruption of business. Any disputes arising out of this agreement shall be submitted before a mutually agreed-upon arbitrator pursuant to the rules of the American Arbitration Association.



5. Next Steps

1. Print a PDF of this proposal, then sign and return to logan@madcollective.com. By accepting this proposal you give us the authority to carry out this project as outlined above.
2. Once we've received the signed proposal we'll consider the project underway.



Jeff Jimerson, President

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For Client Signature

Signature

Date

Printed Name & Title

