

Letter of Transmittal

Dear Rockingham Bicycle + Fabrication Team,

We are pleased to provide you with a proposal for a “mobile first” site project designed to bolster your small business success in Virginia, as well as move your business worldwide. We are excited about this project opportunity and we hope that you are enthusiastic about the creative and effective UX strategies presented in this proposal.

The MDMS 528 Project Team is a dedicated group, composed of Master of Arts in Digital Media Strategy students with a diverse set of skills and experiences eager to aid in the long-term success of small, local businesses, such as Rockingham Bicycle + Fabrication. Our group takes pride in our adaptability, dedicated focus, and creative abilities to bring a client’s vision to life. Through communication and synchronous detail-orientation, we accomplish our professional goals of designing excellent user-driven UX websites that align with client vision and expectations. We look forward to designing your website with our team consisting of a content lead, graphic designer, compliance lead, and project manager.

One of our goals to best assist your website is to create an effective, aesthetically pleasing website that allows users to experience the attention and customization of designing and building “boutique” bikes fit for all of their needs entirely online. Our focus will be on making the website mobile friendly, easy to navigate, a one-stop-shop in bike building, compatible with both mobile and desktop interfaces, and SEO/marketing strategies to foster a community of bike enthusiasts.

We believe that we are a great fit for Rockingham Bicycle + Fabrication because of our creative and technical abilities to design a mobile first website your clients will love. We look forward to working with you to realize your specific vision and are eager to demonstrate our array of skills necessary to exceed your expectations.

Your proven success in building and customizing bicycles that appear in prestigious circuits such as the Enduro World Series, US Big Mountain Enduro Championships, and Red Bull Rampages is a testament to your rigorous attention to detail, expertise, and research of your niche and care for consumers. We are inspired by your small-town roots and understand the complexities of your business. We look forward to discussing your needs more in-depth and providing more information as needed.

We are looking forward to speaking with you soon. Feel free to contact us with any questions regarding our proposal. Thank you for your consideration.

Respectfully,

Anastasiya Kalyuk

Anastasiya Kalyuk
Content Lead
540-254-0876

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1. Brief Summary of Project Approach

The MDMS 528 Project Team proposes to provide its expertise to Rockingham Bicycle and Fabrication throughout an 8-week website and mobile app development project. The project will include developing, designing, hosting, and maintaining an e-commerce website with features including a custom bike builder with frame measurements, direct order of frames, parts, and builds, a retail outlet locator, live chat contact, video, an online catalog, and a blog. In addition, the team will develop a mobile application prototype, retaining as many of the features from the website as possible.

2. Firm Profile/Qualifications

2.1 Team Background and Overview

The MDMS 528 Project Team is based out of Bridgewater, Virginia and has been formed in pursuit of completion of the Master of Arts in Digital Media Strategy program at Bridgewater College. The team is composed of degree candidates with a diverse set of skills and experiences, including expertise in graphic design, project management, and professional writing. Our combined talents and experience ensure that our work is completed to a high standard of quality.

2.2 Creative and Development Team

Our Project Manager is Mary Monaco. Monaco holds a Bachelor of Arts from Bridgewater College and brings 8+ years of small business ownership and management experience, leadership experience, and a talent for organization and scheduling. She specializes in relating big-picture strategic decisions into the implementation phase of a project.

Ashton Young serves as our team's Lead of Design and Development. Young holds a Bachelor's degree in Digital Media Arts, and brings expertise in graphic design and website development to this project.

Our Lead of Compliance is Grace Kellar. Kellar holds a Bachelor's degree in English and Professional Writing and brings years of experience in social media marketing for nonprofit organizations. She currently works as a special education professional, and has a vested interest in achieving accessibility in the digital age.

Finally, our Content Lead is Ana Kalyuk. Kalyuk holds a Bachelor's degree in Professional Writing and currently serves as a full-time Content Writer for Market My Market, where she specializes in helping businesses generate consumer traffic, build community, and develop their brand identity through the form of content writing, copywriting, and multimedia.



Mary Monaco

Project Manager

Education

B.A. - Business Administration - Bridgewater College - 2021

Relevant Experience

Ms. Monaco has 8+ years of experience in business management, with recent work experience in freelance management consulting and photography and digital advertising for Bridgewater College.



Ashton Young

Design and Development Lead

Education

B.A. - Digital Media Arts- Bridgewater College - 2021

Relevant Experience

Ms. Young has 6+ years of experience in website development with an emphasis in graphic design and WordPress.



Grace Kellar

Compliance Lead

Education

B.A. - English - Bridgewater College - 2021

B.A. - Professional Writing - Bridgewater College - 2021

Relevant Experience

Ms. Kellar has 8+ years of experience in social media and content creation, with recent work experience with ADA compliance rules.



Ana Kayluk

Content Lead

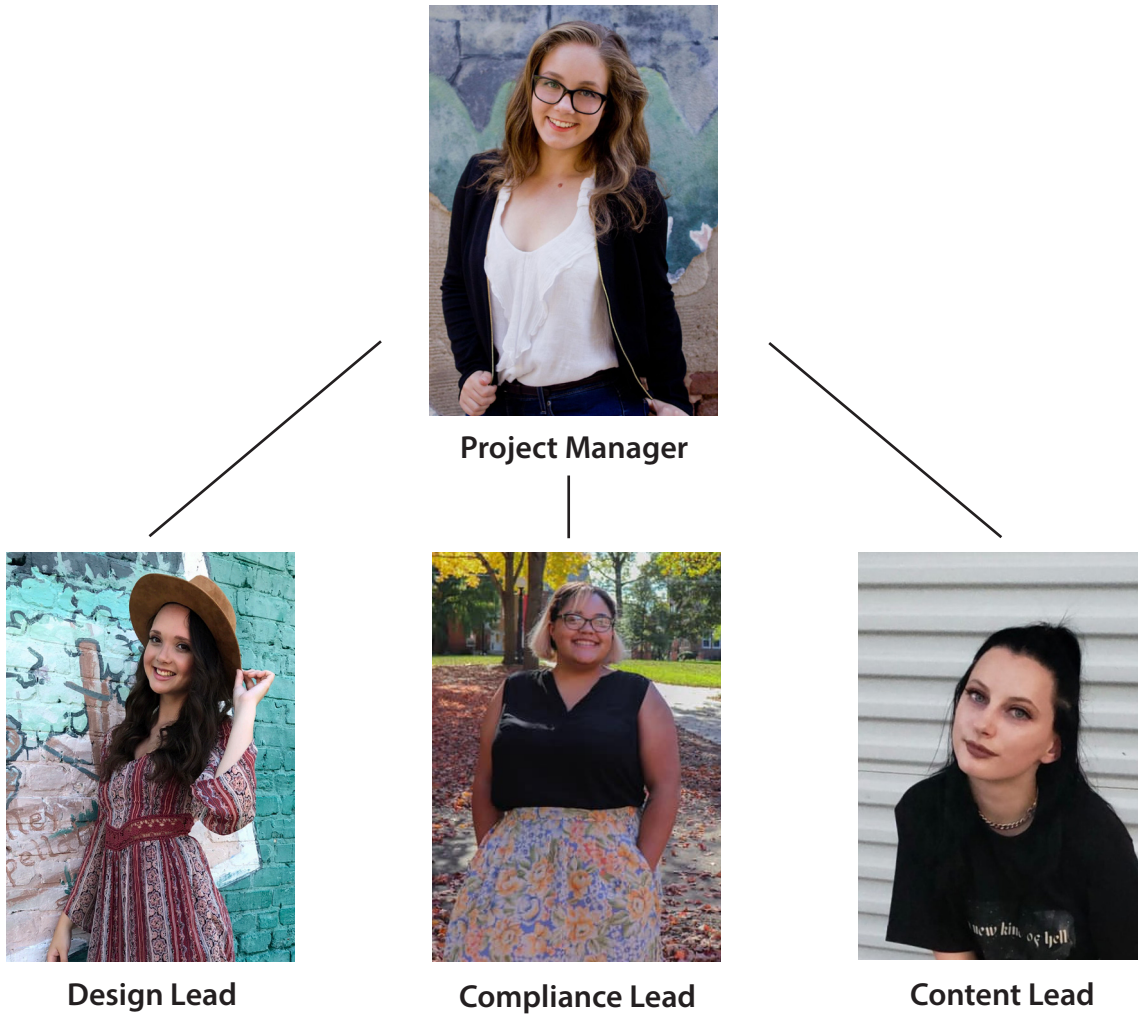
Education

B.A. - Professional Writing - Bridgewater College - 2021

Relevant Experience

Kalyuk has 6+ years of experience working in content development, social media marketing, and social media management for startups and marketing agencies across the US.

Figure 1: Project Organizational Chart



2.3 Case Study #1

To My Chagrin: One of our first projects as a creative team was the creation of a personal website entitled "To My Chagrin" for Grace Kellar, our compliance lead. The website needed an entire revision of its corporate identification package, from logo, to website, to branding.

While the podcast service has been online for three years, it lacked a cohesive branding package. Our team was tasked with updating their logo, revamping all corporate communications and recreating the website to reflect a more mobile first site. In addition, the team was also able to update their social media presence with new visuals, additional accounts for other social media outlets and scheduled updates and media releases.



3. Project Development Approach

3.1 Getting Started

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3.2 Proposed Timeline

The following timeline is based on an iterative process that allows time for client input to ensure that we develop final products that reflect the client's needs, goals, and taste. This proposal and initial wireframe designs of the website will be completed and reviewed in tandem with the client during Week 1. The team will then revise the wireframes and prepare site elements and content for presentation in Week 3. Based on feedback, the team will then proceed with development, present the website prototype in Week 6, revise, and present final assets in Week 8.

Week	Date	Activity
Week 1	2/22 - 2/28	Client Presentation: Final Proposal
Week 2	3/09 - 3/15	Wireframing, Elements Planning, and Content Prep
Week 3	3/16 - 3/22	Client Presentation: Wireframes w/ Content
Week 4	3/23 - 3/29	Website Development
Week 5	3/30 - 4/05	Website Development
Week 6	04/06 - 04/12	Client Presentation: Website Assets
Week 7	04/13 - 04/19	Website Revisions
Week 8	04/20 - 04/26	Client Presentation: Final Presentation of Assets

4. Initial Design and Implementation

4.1 Website URL and Hosting

We will be hosting rockinghambike.com through Bluehost, a hosting server that is compatible with WordPress. It offers all the necessary features needed to maintain a small business website such as yours. It is safe, secure, and noncomplex, which will allow you to utilize it continually.

4.2 Development Through A Content Management System

We will develop the website through WordPress and Elementor. This combination will allow us to make the best mobile-first design available to your constituency. Developing through a CMS will allow our team to create a dynamic mobile-first design in a timely manner. Eliminating the need for complicated HTML gives us this opportunity.

4.3 Graphic Design Services

The MDMS 528 Project Team has a team capable of designing custom images of all types, professional tables, corporate identifications, promotional pamphlets, etc. We are proficient in creating designs that fit brand consistency, have knowledge of typography principles, and photo editing skills which will allow us to create the best possible final product.

4.4 Retail Experience

The retail experience is a vital component of website development. We are aware of the complexities regarding full bike customization accessibility online. This can entail a few different ways to direct order from the website.

1. When ordering a fully customized bike, a customer may be able to write out each specification in a text entry box. They may be promoted by basic questions, such as what exact frames, measurements, or builds they require. This input of information can begin the process of building their bike and prompt further contact with the workshop.
2. Building a bike through dropdown menu options pre-selected by inventory availability that begins with a basic frame. Upgrades and other options can be added as the customer goes through the process of building their bike.
3. Shop pre-made model ranges, but with the capability to be fully customizable with measurement inputs as promoted through the shopping process.
4. The capability to buy bike parts through an online catalog, per inventory availability for those who cannot afford a fully customized bike but are fans of the quality high-end components and materials.

4.5 Quick Link Navigation on Mobile-First Site

The MDMS 528 Project Team has the ability to customize quick link navigation on the mobile-first site. The main areas of navigation will be easy to locate, consistent, and logical. The majority of these links will be found in the main menu. Internal links will be created when needed throughout the website.

4.6 Video, Blog, Social Media Feed + Newsletter Sign-Up

The MDMS 528 Project Team is prepared to create original content with expertise of an on-staff photographer, videographer, content-based writer, and marketing professional. This enables our team to produce copyright-free content for the website, app, as well as generate original blog content for a personalized user experience.

Dynamic images and video can be displayed on the website homepage and wherever else necessary to showcase brand details and events. We will ensure that photos and videos can be easily updated as upgrades and other changes are made.

Blogs will be updated on a regular basis and will have password protection to restrict editing privileges to add an extra layer of security when accessing the website content. We have the capabilities to track and utilize SEO (Search Engine Optimization) through keywords and content that will generate organic traffic to the website. Research may be done to determine the most optimal keywords for the website.

Social media utilization will exercise brand guidelines and will require consistent updating. The use of original content such as photos, videos, and event repostings will enable more unique interactions on your social media feeds. Our website design will incorporate social media redirects to enable a more interactive experience for clients.

For newsletter sign-up capabilities, we will assess which service best suits your website's needs and adds ease of use for clients if they so choose to sign up.

4.7 Contact via Live Chat, Email, Phone, Zoom

There are various ways to utilize Live Chat on the website and will work to find the best customizable solution for RB+F. Email, Phone and Zoom inquiries will be established and checked on a regular basis to ensure client satisfaction. Our guarantee is a response within 24 hours of notification.

4.8 ADA Compliance

ADA compliance is important to our team, and to the success of your website. To maintain the best and most up-to-date compliance for your website, we will be using a plugin known as UserWay. It has proven to be successful for a variety of businesses, and it is the go-to for websites that serve differently-abled populations. Using this plugin will guarantee your website's ADA compliance without additional maintenance down the line.

4.9 Tool to Create and Manage Electronic Mailing Lists

We will use a tool to create and manage electronic mailing lists, such as Active Campaign. Active Campaign has the capabilities to create, manage, and automate functions to send out mailing lists and electronic newsletters. In conjunction with metric tracking capabilities, this tool will help us determine what strategies are working for our email marketing campaigns.

4.10 Mobile - First Device Security

We provide security for all platforms including website, domain, e-commerce, standard practices and app security. Security must be built into the website in order to be most secure. We will ensure that the website have SSL certificates.

4.11 SSL Certificate on Mobile - First Device

The SSL certificate comes free of charge through the Bluehost server in conjunction with WordPress. This guarantees the safety and security of your website throughout the entire time you host with Bluehost, making the process simple and no need to renew.

4.10 Upkeep and Maintenance

The MDMS 528 Team Project also provide a variety of website maintenance plans to keep websites up-to-date. We offer three different annual plans for clients: the basic plan, silver plan, and gold plan. Every plan comes with a free trial for the first month.

Maintenance Plan

Basic Plan	Silver Plan	Gold Plan
\$75/mo FREE TRIAL FOR THE FIRST MONTH	\$99/mo FREE TRIAL FOR THE FIRST MONTH	\$150/mo FREE TRIAL FOR THE FIRST MONTH
Monthly Website Backup [Wix files + Database]	Monthly Website Backup [Wix files + Database]	Monthly Website Backup [Wix files + Database]
Wix Version, Theme, Plugin Updates	Wix Version, Theme, Plugin Updates	Wix Version, Theme, Plugin Updates
Update All Contact Forms [Info/Membership/Account]	Update All Contact Forms [Info/Membership/Account]	Update All Contact Forms [Info/Membership/Account]
Update Mobile View	Update Mobile View	Update Mobile View
Security Checkups and Malware Scans [Cleanup if Needed]	Security Checkups and Malware Scans [Cleanup if Needed]	Security Checkups and Malware Scans [Cleanup if Needed]
-	-	Analysis Website Traffic
-	Website Help Support [Business Hours]	Website Help Support [24 hours]
2 hours worth of content updates (or any additional work like adding pages, posts, and new features)	3 hours worth of content updates (or any additional work like adding pages, posts, and new features)	5 hours worth of content updates (or any additional work like adding pages, posts, and new features)
Bi-annual Speed Optimization	Quarterly Speed Optimization	Monthly Speed Optimization

4.11 Help Desk Support

The MDMS 528 Team Project is also available to offer further Help Desk support beyond basic site Maintenance. We offer phone and/or text support from our knowledgeable technical staff (this is not available with the basic package).

5. Project Cost

This project will consist of approximately 200 paid hours of work over the course of 8 weeks, which comes out to \$12,000 for services rendered. Rockingham Bicycle and Fabrication will also approve and assume any additional expenses associated with hosting and development.