

Proposal for Center City District
Email Newsletter Strategy and Redesign
(Revision 1)

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Contents are confidential



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CLIENT

Center City District

PROJECT

Email Newsletter Strategy & Redesign

OBJECTIVES

Our collaboration will be focused on creating a thoughtful and well-designed email newsletter strategy for Center City District (CCD) that highlights the visibility of CCD's events as well as other events in Center City, and that communicates all of the exciting and innovative work that CCD is doing in Philadelphia. Our focus will be on designing a strategy and ensuing visual design concept that allows for an engaging, flexible, and digestible email newsletter template that can accommodate varying amounts and types of content.

An email marketing tool that highlights CCD's current activities, features important events and opportunities, and that encourages engagement with the CCD will be key to the success of this project. The newsletter will communicate all of this fluidly and flexibly, and the strategy and design will provide the ability to easily expand the newsletter over time as CCD grows and evolves. We are excited to continue our partnership with Center City District and extend our design work on the website to additional channels of CCD's communications.

SERVICES RENDERED**Project Kick-Off**

As a part of initiating our research process, we would like to facilitate a kick-off phone call with your core team. This gives us the opportunity to discuss higher level visions and expectations for the project, as well as to walk through a set of questions for your team that will set the foundation for the upcoming discovery phase. We would like the CCD team to provide:

- An assessment of the content types currently included in the newsletter
- Any possible ideas for content that might be included in the future
- Archived examples of the existing newsletter
- Comparative examples that the CCD team admires for best practices, content presentation, and aesthetic appeal

Research & Discovery

The research process will start with a comprehensive review of the materials provided by the CCD team. We will audit the content currently included in archived CCD newsletters, and review comparative examples (both those provided by the CCD team and others). We may also elect to distribute a survey to the CCD email list to gather additional feedback on perception and usefulness of the current newsletter.

We will also conduct up to six (6) 20-30 minute stakeholder interviews to verify findings and learn more about the possible strategic direction for the newsletter. Interviewees should be key CCD staff and might also include

recipients of the newsletters. Our goal will be to uncover information and insight that will help us to design a workshop that brings clarity to the newsletter strategy for CCD.

After auditing and synthesizing the interviews, we will prepare a design workshop to work through the strategy, content structure, and visual design of the newsletter. We will run through custom exercises to better understand the following:

- Who are the target audiences for the existing newsletter(s), what do we know about them, and how do and will they use this newsletter(s)?
- How can you best balance the promotion of your own events versus other upcoming events in Center City?
- What tools exist as part of your newsletter compilation and distribution workflow? How much of this workflow will be relevant in the future?
- What would a visual design look like that is less text heavy and more reader-friendly?
- How can we create a newsletter strategy that encompasses the varying audiences and needs of CCD while ensuring that each individual newsletter is easily browsable and engaging?

The culmination of the research process will result in a strategy brief that outlines:

- A high level strategy for the CCD email newsletter going forward
- Suggestions for how to approach promotion of CCD and other events
- Recommended timing and frequency of emails
- Wireframes or other user experience tools to visualize the redesigned newsletter
- Recommendations for integration with the website in order to pull content from Apostrophe directly to the newsletter. (Implementation is outside the scope of this agreement.)

Visual Interface Design

We take a user-centered approach to design. We first attempt to understand the needs of the newsletter's users in order to design a beautiful, intuitive interface that builds on your existing website design system and the CCD brand.

In our experience as interactive designers, we have found that web design is akin to architecture. We understand that it is necessary to accommodate human behavior, marrying it to an aesthetic. Design solutions will focus on clarity and accessibility, and support the user experience and audience goals.

By intention we work on only one concept at a time. Through a collaborative and iterative process we adapt and mold the concept to meet the project's needs. We have found this process serves the overall goals of project best.

Email Template Development

Once the designs are agreed upon, we will use a standard email newsletter template from Salesforce, Constant Contact, MailChimp, or similar email distribution tool as a foundation to begin development of the new newsletter. This process includes the sharing of a pre-release version of the newsletter designs with youth review and further refine the interactions.

Mobile Optimization & Display

The experience on a mobile platform is very different from that of a traditional desktop experience. Through every step of the process we will seek to ensure readability and usability for mobile users. We will use responsive design and development techniques to ensure users have an enjoyable experience regardless of their screen size or viewing device. Designing the newsletter to be "responsive" or context-aware allows it to scale from a large monitor to a mobile device, accommodating smart phones and tablets.

Email Template Testing Plan

We use modern web standards and test in currently supported browsers, including Chrome, Firefox, Safari, and Internet Explorer 10 and 11, before launch to ensure no incompatibilities have emerged.

We create tools to automatically test key functionality of the template. This practice, known as test driven development, ensures high quality code and stability. We also do manual quality assurance tests at critical points in the project, including prior to client review and delivery of creative assets. This involves a member of our team going through a predetermined list to account for outlined functionality.

Once in client review we prefer to convene testing by a group of your choosing. It is very informative if you can get feedback from real email recipients. We can then adjust the design, or expand our phase two enhancements list based on these results. It is unlikely that significant functional bugs are discovered after delivery of final creative assets due to our thorough testing, but if there are any issues we address them quickly.

Final Delivery of Creative Assets

As a result of client review, if needed based on feedback, we will do one additional round of revisions to the newsletter template, including it prior to final delivery of creative assets.

Support of Implementation

At P'unk Avenue, we believe in a true creative and collaborative partnership. We understand that the delivery of creative assets may be the completion of this project but just one of many steps in your organization's activities. With design projects of this type we make our team available to answers questions and provide a reasonable amount of guidance during implementation for the 30 days following asset delivery.

This offering allows our teams to addressing any unforeseen elements of our email template. After 30 days, we are available on an "as needed basis" at an hourly rate of \$150/hour or you can purchase a Service Agreement on a yearly basis.

SERVICES RENDERED**Project Inclusions**

This project includes the following:

- Planning and conducting a kick-off call and workshop session. We'll plan a workshop for up to 12 (twelve) individuals.
- Conducting up to six (6) 20-30 minute stakeholder phone interviews.
- Conduct research that assesses current needs and opportunities and results in a highly flexible email newsletter template that will accomplish CCD's business objectives.
- An audit of information architecture, content, and structure, plus an outline of information, content types, and sections for the new newsletter template.
- Assessment and recommendations for integrating Apostrophe and the newsletter platform to pull content from the website (implementation is outside the scope of this agreement).
- Visual design of an email newsletter for varied screen sizes presented as PDFs.
- Creative deliverables include up to two (2) rounds of presentations and revisions. A round of revision is intended to be consolidated into one interaction (i.e. document, meeting, email, etc.). Unconsolidated feedback may be considered multiple rounds of revisions.
- The email template will be developed in HTML, using a template from Constant Contact, MailChimp, or similar tool as a foundation.
- Responsive mobile-friendly context aware design and development.
- Coding to W3C Standards and compliant with Section 508 Accessibility and ADA Guidelines. The template will be tested in modern browsers including Chrome, Firefox, Safari, and Internet Explorer 10+.
- One month of design consulting support following the delivery of creative assets. As your team implements these designs, we anticipate providing about five (5) hours of support in the form of email messages, phone calls, and minor design tweaks to the template.

Project Exclusions

The above inclusions are limited by these clarifications:

- Creation of branding, photography, videos, copywriting services, or other creative or content not clearly outlined.
- Fees associated with an online survey service, if a premium tool is selected.
- Population of all content, copy, text, or media.

PROJECT SCHEDULE

We recognize that you desire creative for a new email template within a reasonable timeframe. If you were to approve and move forward with this project in the next week, our team would be able to start in July 2017, and complete the project in the early fall.

BUDGET**STRATEGIC, CREATIVE & TECHNICAL SERVICES**

Specific details of the stages below are outlined within the "Services Rendered" section. These costs include those required for preparation, meetings, and follow up.

Email Newsletter Strategy and Redesign **\$18,000**

PROJECT TOTAL **\$18,000**

PAYMENT SCHEDULE

Due to begin project (100%)

The total amount is based on the best information provided to P'unk Avenue at the time of scoping and estimation. P'unk Ave reserves the right to revisit the effort required to complete this project in the event that there is a change in business or technical requirements or new features are requested.

APPROVAL

This Statement of Work is made and entered into as of this ___th day of _____, 20___, by and between P'unk Avenue, LLC. and **Center City District** pursuant to the "**Center City District Web Property Research and Website Design & Development**" between the above parties dated **December 16, 2015**. All capitalized terms not otherwise defined herein shall have the meaning ascribed to them in the Agreement. In the event of any conflict between the above agreement and this statement of work, the terms of this statement of work shall govern.

IN WITNESS WHEREOF, each of PA and Client has executed this Agreement as of the day hereof.

P'unk Avenue, LLC / Geoff DiMasi, Principal

By: _____

Date: _____

Center City District / Bonnie Thompson, Director of Web Development and Marketing

By: _____

Date: _____