

**RESOLUTION #08 -0806-06**

**A Resolution authorizing the Fire Department to begin Web page modifications**

**Whereas**, Liberty Township Fire Department budget has been submitted to the Board of Trustees, and

**Whereas**, there is a desire to begin Web page modifications/process as identified in the attached quotation, and

**Whereas**, the Fire Chief and his staff have reviewed the options and recommend the attached outlay for the fire department,

**Now, therefore Be it Resolved, by the Liberty Township Board of Trustees, Delaware County** that the Fire Department is authorized to begin web page modifications using dynamIT of Columbus, Ohio in an amount not to exceed \$5,000 using funds from the Fire Department fund/account 2191-220-490.

This Resolution shall be in force and become effective immediately upon its execution.

8/6/08

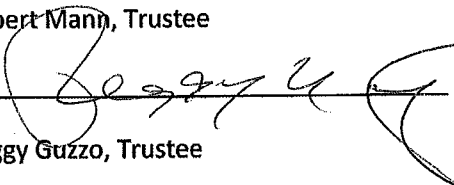
Date



Curtis J. Sybert, Trustee

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Robert Mann, Trustee



Peggy Guzzo, Trustee

APPROVED:



Mark Gerber, Fiscal Officer

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# Thank You.

First of all, we'd like to sincerely thank you for the opportunity to submit a proposal to the Liberty Township Fire Department. At dynamIt, we understand that we're here for a single reason: to bring the best of web to our clients. So, again, we appreciate your interest. Because of you, we have the opportunity to do work that we love.

We're excited to put together a world-class web site to represent your station. Through an examination of web strategy, the creation of an appropriate and professional concept design, an analysis of the identity of your residents and visitors, and training sessions on the management of your content management system, we'll create a web presence for you that is second to none.

## Company Information.

### **Company**

dynamIt Technologies, LLC is a web engineering, design, and development firm focused on creating effective, dynamic web sites and applications. dynamIt is based in Columbus, OH USA.

### **Clients**

Ranging from small businesses and non-profit organizations to large multinationals, dynamIt works with clients of all sizes with myriad needs around the globe. Additionally, we work closely in partnerships with marketing firms and advertising agencies as the technical complement to their planning/strategy and design teams.

### **Employees**

dynamIt maintains a multi-disciplined team to ensure flexibility, adaptability and focus. Our backgrounds includes business strategy, marketing, graphic design, animation, physics, mathematics and computer science.



# Your Team.

**Successful projects are founded on positive relationships.** To this end, we've compiled brief introductions for a few of the key players you'll get to know during the course of your project.

## **Matt Dopkiss: Site Engineer**

Matt works with clients to de-mystify the technical process. With experience on over 200 web builds, he leads dynamit's engineering approach to complex web systems, planning and front-loading projects with organization and thought in order to ensure a successful and sustainable solution.

## **Phil Franks: Concept Designer**

Phil is an engaging, multi-talented designer who has vision that spans a wide spectrum of artistic styles, from traditional and conservative to the off-the-wall. Phil leads the dynamit creative team and takes special pleasure in meeting with clients to brainstorm and generate creative concepts.

## **Steve Kemper: User Experience, Content Layout and Design**

Steve brings an infectious grin and an unique viewpoint to interactive projects. A true web-enthusiast, Steve exists in the realm of user-experience, site layout and ultimately the polishings and details that set sites apart. His skill-set includes programming, design and web-trends.

## **Nick Seguin: Project Manager**

Business strategy and organizational theory are Nick's forte, but with a unique twist: he's an overtly progressive web-mind looking not only to get things done, but also to do them better. Nick is a driving force for quality and refinement in every project.

## **Bobby Whitman: Development**

A laureate of Xavier University with a degree in Mathematics, Bobby is known for inventing things with the web that have never been done before. Also unavoidable in any conversation with Bobby is his maniacal attention to detail and scathing wit. Bobby leads the development team through both example and review, spearheading technical planning and programming.



# Experience.

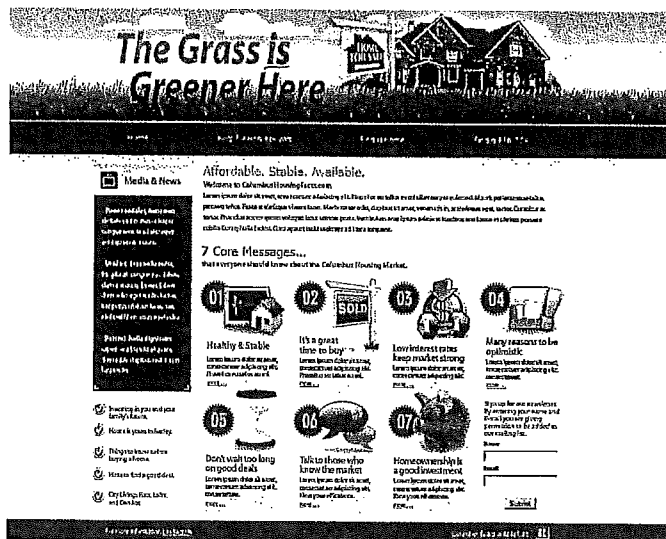
We've built corporate campaign sites, industrial product catalogs, account management tools, and other specialty systems for clients across the globe. Our clients include the BBC, the AP, McGraw-Hill, Pizza Hut, the Save the Children Foundation, Network Solutions and countless others.

One of our passions is the development and installation of content management systems. We like content management because it puts the power to manage a website in the hands of non-technical clients. dynamit's flagship product is the dynamit Content Management System (dCMS). The dCMS provides an easy, flexible, and intuitive solution for clients to maintain the content of their custom-designed websites.

A brief sampling of recent work follows: please see our website portfolio for more examples (<http://www.dynamit.us/portfolio>).

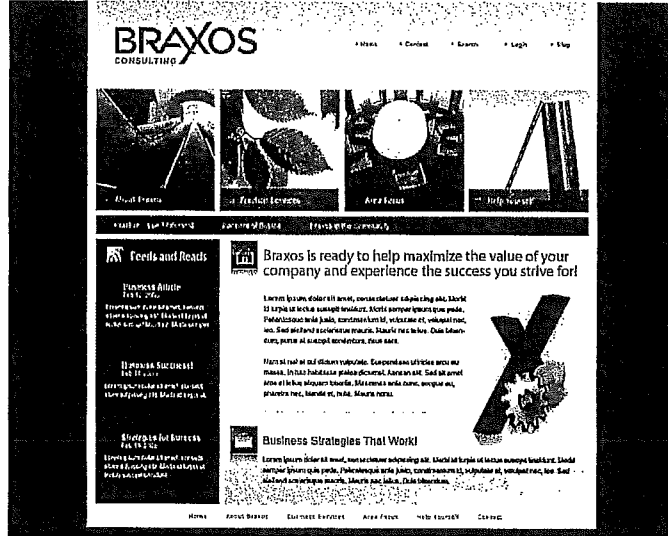
## Columbus Board of Realtors.

Website Design, Programming and Content Management



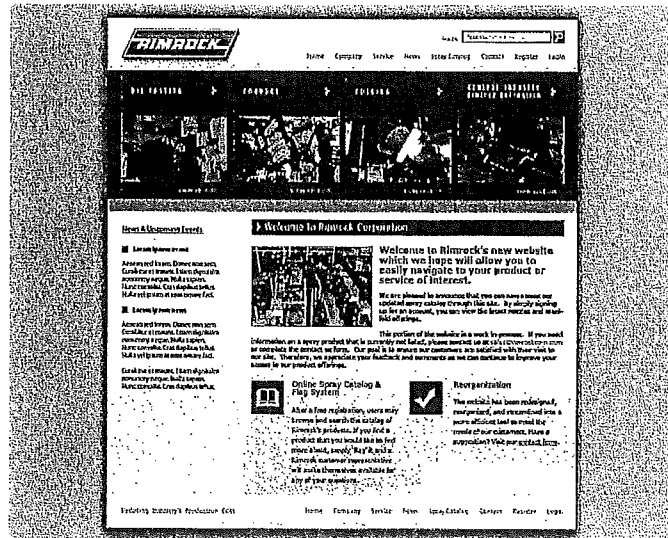
# Braxos Consulting.

Website Design, Programming and Content Management



# Rimrock Corporation.

Website Design, Custom Catalog, Programming, Content Management



# Project Approach.

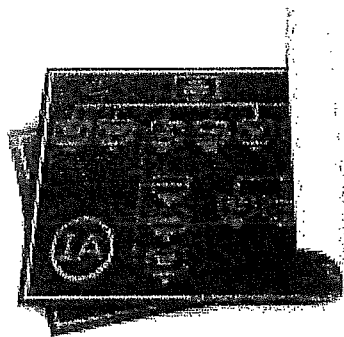
## Web Site Design with Content Management

For the Liberty Township Fire Department, we propose to initiate a process by which we'll generate a website that is both effective and attractive. Through an examination of web strategy, the creative process will be driven to create a site that meets and exceeds your expectations.

### Phase One

## Strategy and IA.

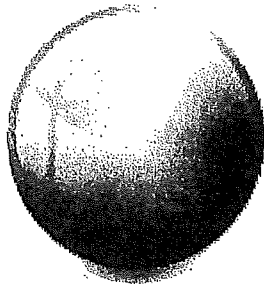
The first step of the process is for the team (client and dynamIt) to sit down for a strategy and creative discussion. During this process, the project goals, client identity and visitor profile will be discussed and established. The deliverables of this phase include Information Architecture Documents (think blueprints) and a strategy document which identifies the goal of the project.



This phase is about creating a foundation for the rest of the project. By establishing concrete goals and functionality descriptions, the project may be both timely and focused.

### Phase Two

## Concept Design.

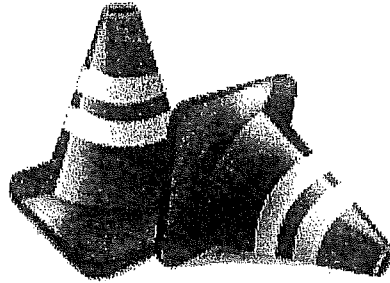


Concept design is based on strategic considerations of your industry, your residents, and the identity which you'd like to establish. Working with these in mind, you'll experience a drafting process by which we'll arrive together at a design concept for your website. The concept design for your site will be both professional and suited to your visitors and company. This phase is characterized by an unlimited drafting process which is concluded with your approval of a concept draft.

### Phase Three

## Web Standards Programming.

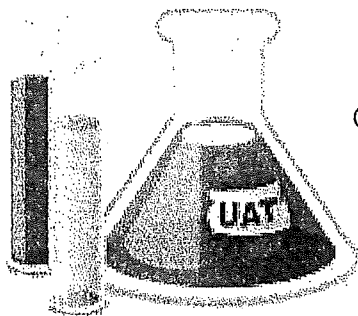
Once an approved draft is identified, the programming process begins. This process includes both web programming and integration into the dynamIt Content Management System. At the conclusion of this stage, your website is functioning and awaiting content. Content is typically provided by the client's appointed writer (often internal) and laid out by dynamIt using the dynamIt Content Management System.



dynamIt builds websites to strict technical specifications. Using php as a foundation, compliant XHTML and CSS are employed for development to current web standards. Other technologies are utilized as dictated by IA: MySQL, Flash, AJAX, XML and JS are just a few of the tools applied when dynamIt develops a web solution.

### Phase Four

## Launch and UAT.



Once the site is complete and has been tested internally by dynamIt, it's provided to the client for review. This phase, dubbed User Acceptance Testing (UAT), is the beta period which ensures that the system works to the specifications set forth during the planning process. Also included during the UAT phase are a pair of hour-long training sessions in which the use of your new web site is explained and practiced. This training is supplemented by our support system for the dCMS.

Remember: our relationship doesn't end at launch. We're here to help - we want you to enjoy your web experience.

# Your Project.

## **Summary**

For the Liberty Township Fire Department, we propose to enunciate the web strategy that will drive a redesign of your web site under a more modern, professional style. We'd like the web site to sport an attractive and intuitive interface which effectively targets your residents and is easy to maintain.

## **Deliverable 1: Web Strategy Document**

Based on our consultation, this document will outline the audience, goals, and proposed functionality for the revised website. It serves as a foundation from which the rest of the project is driven.

## **Deliverable 2: Information Architecture**

The IA document is a series of flow charts which outline the proposed functionality and navigation of the redesigned website.

## **Deliverable 3: Design Concept**

Through an unlimited drafting phase, dynamIt will produce a series of creative concepts for your evaluation. The end result is a design that suits your taste and strategy.

## **Deliverable 4: Web Programming**

The approved design draft will be programmed using modern standards in XHTML/CSS. The site will be available for update using the dCMS.

## **Deliverable 5: Organic Search Engine Optimization**

Based on the strategy document and target audience, your site will be organically optimized based on Google's search engine optimization protocol.

## **Deliverable 6: dCMS Training**

A pair of hour-long on-site training sessions will be held for instruction on the use of the dynamIt Content Management System.



# Estimate.

Building a website is a lot like other custom-built projects: the cost depends on the elements you'd like us to create or implement for you. This estimate is based on the concepts and modules discussed within the proposal - if there's functionality you'd like us to address that isn't contained herein, please let us know and we'll be happy to examine it with you.



## Phase 1

Information Architecture	\$310
Web Strategy	\$270

## Phase 2

Concept Design	\$1620
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## Phase 3

Web Standards Programming	\$1080
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## Phase 4

UAT, Training and Launch

*30% of phase cost due on phase inception. The balance will be invoiced at the completion of that phase.*

# Projected Timeline.

All dates are estimated from the date of project inception.

## Phase 1

Strategy, IA and Design Consultation	Week 0
Strategy and IA Presentation	Week 2

## Phase 2

Design Draft Presented	Week 2
Design Draft Approved*	Week 4
Content Provided by Client	Week 4

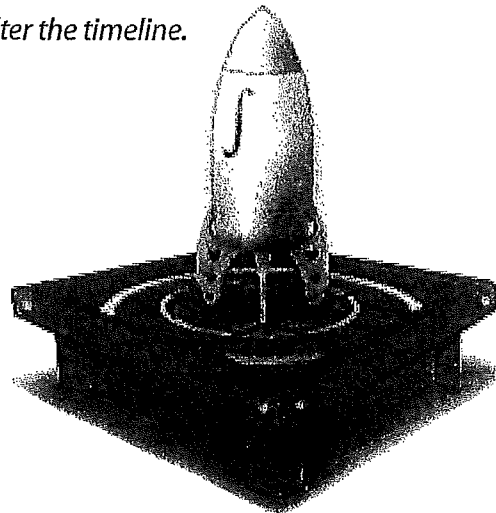
## Phase 3

Web Standards Programming	Week 5
Training Session 1	Week 6
Content, Layout and Design Complete	Week 7

## Phase 4

Training Session 2	Week 8
Beta Launch/UAT	Week 8

*\*Timeline subject to changed based on the number of design drafts required for approval. Changes to functionality may also alter the timeline.*



# Getting Started.

If you've any questions or would like to initiate the project, please contact the project leader:

Matt Dopkiss | **dynamit Technologies**

4612 Sawmill Road

Columbus, OH 43220

(o) 614.538.0095

(c) 614.446.1184

matt@dynamit.us

We'll be happy to answer any questions you might have, draw up a contract, and schedule a consultation.



# References.

Linda Wise | **Rimrock Corporation**

Die Cast Sales Manager

614-509-4195

lmwise@rimrockcorp.com

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