



SECOND THOUGHT, INC.

SpeedClean | Website Relaunch

Overview

SpeedClean, a manufacturer and marketer of HVAC maintenance tools, seeks a complete redevelopment of SpeedClean.com as well as a light reorganization of product content. SpeedClean is understandably proud of the core attributes that have made them recognized leaders among professional HVAC tradesmen. But, as both this demographic trends younger and as the mobile needs of working professionals require more connectedness, SpeedClean.com needs a comprehensive redevelopment to continue to meet needs, expectations, and the level of service for which they are known.

Approach

Second Thought will initiate the SpeedClean.com redesign by focusing the reorganization of site content on gathering together individual product information media, and support documentation into discrete and comprehensive product pages. Site navigation and content layout will benefit from information architecture which will ultimately will inform template selection for optimum display on both desktop and mobile devices. The overall design and execution in Wordpress (user-facing templates and authoring CMS) will be modern, flexible, and responsive.

Site maintenance and content publishing will be via the Wordpress CMS tools which will enable SpeedClean marketing and product admins to update site content and extend on-site communications and updates to social channels. Content templates, organization, and naming structures will be optimized for search engine indexing and the launched site will include integration with Google analytics.

We believe that effective optimization of content for mobile should provide more focused content and a functionality feature set specific to user on the go. In this manner the mobile experience should concentrate on providing users with product information and immediate access to SpeedClean resources that they may need immediately in the field.



SECOND THOUGHT, INC.

Components

The overall project and site development will include the following components:

CORE:

Core design templates will be responsive to device type and resolution. Current estimates assume as many as 3 unique templates to support content needs for:

- Text-based content
- Products display
- News/blog

Each template will be supported in the admin CMS to allow easy updating of site body text, site images, select layout elements, and sub-navigation as well access to user engagement metrics.

MAIN NAVIGATION: About Us | Products | News | Contact Us

CHANGES TO EXISTING STRUCTURE:

- About Us: gains FAQs page
- Products: 11 product pages, each includes product images + content from: Media, Where to Buy, Product Support, and Product Registration all move into specific pages for individual products
- News: Product & Company News (standard post to "news" category) + Speedclean Blog (standard post to "blog" category)

WHERE TO BUY:

It is generally understood that the mapping interface for Where to Buy does not need to change: http://www.easylocator.net/search/map3/speedclean/template/template3_2

BLOG:

The current blog will be exported and brought into the core site.

CONTENT:

The current site contents can be exported (XML and asset directories) if needed, however, given the defined number of pages for products, copy/paste from user-facing pages seems feasible. Second Thought will not undertake new authorship of page or product content, but is able to gather and organize content from multiple existing sources.

ANALYTICS:

Google Analytics: Google Analytics is the best-in-class leader in Analytics and provides a standard package that will more than cover SpeedClean's data analysis needs. We're well versed in helping client's make sense of GA and extending the core



SECOND THOUGHT, INC.

metrics reports to include custom behaviors, analyze specific traffic driving campaigns, or map funnels and paths to specific user types.

ITEMS FROM RFP:

- Merchandising and promoting SpeedClean products utilizing modern eCommerce features including faceted search if needed, however without the sales functionality. This should include advanced image presentation (zooms, 360's), video presentation all relevant information.

Response: Wordpress theme and modifications will present products with image zooms and carousels as well as accommodate videos when available.

- Effectively cross merchandising and promotion applicable accessories, alternate or complimentary products and content like brochure, support materials, etc.

Response: Wordpress theme will allow for contextually appropriate product linking. Content reorganization will focus on placing all product information, links, and media assets (etc) on a single page per product.

- Actively promote end users to convert utilizing a variety of measure including email sign ups, catalog requests, "where to buy" requests and more.

Response: Data collection and user inquiry is planned. Specifics of integration with existing and planned CRM tools will be discussed during Discovery.

- Provide an intuitive and easy to use "Support" section where relevant content is gathered and presented in a fashion where it's easy to find by product ID (SKU, name, etc) and clearly defined.

Response: This is planned as part of the product's content reorganization.



SECOND THOUGHT, INC.

- Provide a mobile friendly architecture

Response: Wordpress theme will be responsive for mobile – content will be optimized for mobile viewing experience.

- Provide a blog friendly architecture

Response: The existing blog contents will be ported over as part of the relaunch. All blogging features will be preserved.

- Provide the ability for content to be accessed behind a firewall by our distributor partners. This content may include items like logos, hi resolution imagery, brochures and price lists. This should be role based as to the level of access. For example, an “A” level distributor should be assigned a certain role or level of access whereby they can see price list level “A”. A “B” level distributor could see only “B” level content (like B price lists), etc.

Response: secured content areas can be provided to allow SpeedClean admins to restrict access to certain content, including (but not perhaps limited to) text, images, video, and downloadable files and media.

Schedule, Scope, and Steps

Every project at Second Thought follows a proven product development process that intrinsically applies Rapid Application Development, Scrum, and Agile Application methods to our projects. We support the Agile Manifesto in valuing:

- Individuals and interactions over processes and tools
- Working software over comprehensive documentation
- Customer collaboration over contract negotiation
- Responding to change and project evolution over rigidly following a plan

The following outline articulates the necessary steps and phases in this project – these are necessary milestones. A full production schedule will be authored with the final Statement of Work once there is alignment and consensus on site functionality and project components.



SECOND THOUGHT, INC.

Kick-off Meetings & Research | Week of March 16

Generally we discuss who are the involved decision makers, agree on general goals and timing, confirm technical requirements and integrations, and gather content. A short product/user study focusing on content usage, accessibility, and access points will be conducted.

Creative Evolution | March 23 – April 3

During the Creative Initiation phase the physical design & site branding takes shape in the form of information architecture, content organization, color implementation, and a review of applicable themes and plugins. After an initial treatment is prepared templates will be presented for feedback and revision.

Development, Coding, Integration | April 6 – April 24

- Stage and production server set up
- Back end and admin customizations:
 - Core template development
 - API integration for functionality
 - Data/content porting
 - Third party API integration
 - Admin tool kit
 - Analytics
- Front end development:
 - Art production
 - Data layer development dynamic templates (desktop)
 - Data layer development dynamic templates (mobile)
 - Third party templates
 - Social media shares library
- Content population with SpeedClean

Quality Assurance Testing | April 27 – May 1

- Deployment to Staging and Production
- Unit testing – internal Second Thought component tests
- Alpha testing – internal Second Thought compiled code tests
- Beta testing – delivery to SpeedClean for full review
- SpeedClean stakeholder approval
- Migration and testing in final production environment
- Launch



SECOND THOUGHT, INC.

Budget

The budget for all services, created files, and work associated with this core design, development, and deployment of this project is estimated at \$21,875. **This will be discounted to \$20,000** to meet SpeedClean's stated budget ceiling. A break out of core work products is below:

- Project management, meetings, documentation: 5%
- Information architecture & core design: 20%
- Development of responsive templates: 50%
- Admin tool configuration: 5%
- 3rd Party integrations: 2.5%
- Content Organization: 2.5%
- Quality assurance testing: 10%
- Pre-launch Training: 4 hours

Optional Elements

- MediaTemple Hosting: cloud server \$30/mo.
- Hosting setup/deploy: \$450
- On-going support options:
 - Application support & WP code updates: \$300/month | \$3,000/year
 - Content management/updates: \$175/hour scheduled in advance
 - SEO: built into template structure and naming conventions for semantic mark-up and Google indexing.

Example Sites

Second Thought has extensive experience architecting, designing, and orchestrating site transformations for a variety of business verticals. The following are examples of Wordpress developments that have required significant reorganization of content and application of modern design and organizational templating.

<http://www.calbag.com/>

<http://www.cocktailkingdom.com/>

<http://www.rogue.com/>

<http://www.societyofthecincinnati.org/>

References

Available upon request.