

New Website Proposal

for



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Presented by

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Summary

HiDef Web Solutions, LLC, is pleased to present this proposal for the development of Digital Library Federation's new website. The proposal includes information on the initial understanding of the site's infrastructure needs, specific information requested in the RFP, as well as an outline of the process that we will employ to deliver the final website.

The new website will feature: a mild interface redesign in the spirit of being "readily comprehensible by the newcomer, and yet functional and direct for old hands; a content management system that facilitates updates to the site by non-technical personnel; and a customized collaboration architecture that will foster DLF's multi-tiered community and provide a suitable platform for its Forums and daily collaborations between users.

The project will be completed in 17 weeks at a total cost of \$36,100, with an optional development cycle ensuing.

HiDef understands DLF's challenges well: operating a website and planning forums to facilitate collaboration between the most savvy information enthusiasts out there: top library staff from great universities. This is a difficult role to fill, making HiDef very excited about the website we are going to deliver for you.

Drupal and HiDef are well-suited for the dynamic, community-driven site that DLF is desires and its community expects. Drupal's modular architecture has allowed its community of developers to drive it well past competitor open source solutions in its capabilities, while HiDef's experience with Drupal makes us well positioned to handle any customizations needed along the way. After expert planning, HiDef will accomplish the tasks set out for the ambitious redevelopment systematically, implementing **multiple user types** with distinct access privileges, **dynamic groupings**, full-featured **wiki collaboration**, and tools for administrators to facilitate **fantastic Forums**. And it will all be done with a professionally designed "skin" (aka "theme") that takes queues from the current design.

1 Response to Requirements

Please find below a detailed synopsis of the work HiDef is eager to perform on DLF's behalf. In 3.5 please note our "concerns with individual requirements," as desired in the RFP.

1.1 Multiple User Types

Using the integrated functions of Drupal, all users will have the ability to register for the new Digital Library Federation website with an open ID. Upon registering, each user will receive their own profile to be referenced by others on various pages. By implementing user roles, users can join specific groups as well as be assigned by administrators with proper permission to do so.

Additionally, levels of users will be distinguished, from member and non-member users, to administration (super-users) with access to the entire site and the ability to assign users. Each type of user will be easily distinguished from the others on the administrative backend.

1.2 Dynamic Groupings

HiDef will employ a module used on Drupal's own website to effect the rapid and rich collaboration working groups desired. DLF administrators will be able to create, modify, and delete groups as well as who is in each group, while the managers of specific groups, while not administrators, will feel empowered by the many ways the group allows them to stay aware of activity, including email subscriptions, RSS feeds, contact pages per user, and more.

1.3 Content, Collaboration, and Comments

HiDef will create custom content types to be used for specific purposes, from pages that only DLF members can publish with no room for comments to pages commentable by non-members with moderation available to group leaders. HiDef's knowledge of and experience with several key Drupal modules will make this customization excellent and timely.

1.4 Fantastic Forums

HiDef understands that the bi-annual Forums are the core of what DLF facilitates. Before, during, and after these forums is when much of the site's content and collaboration needs come to a head. For this reason HiDef will provide a structure to allow DLF staff to easily repurpose past forums' schedules, abstracts, presentations, and speaker bios for navigation in the new site, starting with the Summer of 1999. Not only that, but HiDef will design and develop master-planned page layouts that make viewing and searching previous and upcoming forum topics, abstracts, and speakers a pleasure. Members and non-members will be afforded a variety of ways to keep up with changes and additions to a Forum's plan as well.

1.5 Concerns with individual requirements

Drupal and HiDef are the best solution for this project, hands down. That said, there are some notes we'd like you to be aware of as we approach the site. Our notes and your desired timeline have led us to propose a two-phase development timeline with two implementation cycles as detailed in [Section 8](#). We invite further discussion on any point discussed here.

5.1.1 The site shall be backed up at least daily and files from backups shall be available to DLF staff as needed.

Per HiDef's [hardware recommendation](#), daily backups will be set up automatically, and FTP user account be created for DLF as desired for easy access to these backups.

5.1.2 (cf RFP 1.4) Content of the site shall be editable from any web browser.

As discussed during the proposal conference call, HiDef will ensure that editing of the site works flawlessly for Internet Explorer 7, Firefox 2, and Safari 3. Additionally, HiDef will ensure stability for Internet Explorer 8 and FireFox 3 as we believe these browsers will see greater adoption by the time the site comes online and the months thereafter.

5.1.3 (cf 1.4.1) The site will respond gracefully to multiple, simultaneous attempts to edit one item.

In the event that a user attempts to commit a page that has already been updated by another user, the system will inform the user of the conflict

5.1.4 (cf RFP 1.7.1) Paragraph level commenting

This feature could be accomplished in two diverse ways: 1) HiDef would develop a custom module that would allow users to perform commenting on a paragraph level. This module would read the node in its entirety and within a utf8 format, recognize paragraph breaks and split the node's contents into sub-nodes, therefore allowing a line "Comment" to appear subtly after each paragraph along with the number of comments. Administrative use would include a checkbox to allow the separation of paragraphs within the node. 2) HiDef would pursue integration with Google Docs to such an extent that DLF members would create a new content type, "Google Doc", and see the doc embedded within the site as an iFrame. To edit, they would click a link that took them to the Google Doc, knowing that whatever changes they made there would be reflected on the site through the embedded version. *This feature is recommended for Phase II.*

5.1.5 (cf RFP 2) The site must be readily comprehensible by the newcomer, and yet functional and direct for old hands.

HiDef wholeheartedly agrees and for this reason recommends construction of tutorial pages or screencasts to be made available just before and months after launch to help old users (and new) learn about their brand-new collaboration environment. Note that this is recommendation is not built into the proposal cost but can be built in as mutually agreeable in the contract.

5.1.6 (cf RFP 2.9) The site shall provide a workflow for managing DLF Forum information.

Using Drupal's Workflow module, DLF staff will be able to receive session proposals and ideas from members through the website, reply to submitters, and mark proposed sessions as "confirmed," at which point they would be listed in the designated "live" forum page, where they would be editable by staff members on an as-needed basis approaching the start of the Forum, as well as viewable to interested attendees along with contact, abstract, and (after the event) presentation links. The beauty of Workflow is that while a proposed session is in the workflow and not marked as "confirmed," the sessions would not be visible to the membership.

5.1.7 (cf RFP 2.9.2) Data gathered to describe forum shall be used to enhance information about individual and institutional interests

Several modules are available that would allow "tag clouds" or other keywords to be associated with a member university, so that after a Forum attendees could tag one university with "MODS," and that tag would appear as part of the member's profile page, which of course would turn up in search queries. *This feature is recommended for Phase II.*

5.1.8 (cf RFP 4.4) Levels of access for commenting

There is no current ability available in the Drupal that would allow users to choose the permissions of their comments. This functionality would require a custom module unless DLF would settle for the comments inheriting the permissions of their group: for example, if a group is checked to be private, the comments themselves would be private except to members; if a group is public, the comments would be visible to everyone. Otherwise, HiDef will implement a custom module to achieve this functionality, a feature that would be *recommended for Phase II*.

5.1.9 (cf RFP 4.5) There shall be two classes of tags

Also see [5.1.5](#) above. Drupal has powerful tagging capabilities, yet customization will be needed to allow the levels of control desired in the RFP: DLF staff will be able to remove tags, and community tags will only be permitted for certain content types, such as Forum sessions or member profiles. HiDef wishes to discuss other options, such as semantic tagging, as well. *This feature is recommended for Phase II.*

5.1.10 (cf RFP 5) The site shall adhere to the web accessibility guidelines of W3.org.

HiDef recommends further discussion of the desired features in section 5, especially since 5.5.4 and 5.5.8 may be in conflict (in short, keyboard shortcuts may interfere with assistive technologies already employed by some end users). Further discussion is needed with DLF to determine the most cost-effective and reasonable accessibility solutions for its visitors. Drupal does indeed have accessibility modules, but some are in the early stages and HiDef would like to be sure that the solutions it can implement are right for the DLF community. At this time, HiDef recommends the cost-effective strategy of developing a main "skin" that bears in mind the need to be easily scaled in size and maintain high contrast for the visually impaired, while we also recommend an accessibility module be implemented that provides a text-only version of the site for the blind and for mobile devices.

1.6 Legacy Content Migration

In the realm of information and idea sharing, the past is what the future is built on. HiDef believes that the current site's pioneering HTML content (estimated to be 11,000 in number) and documents hold a wealth of information that should be easily searchable and integrated in the new site. However, this can't be done right within the bounds of the desired timeline, having the site ready for this Fall's forum with the broad range of content types, editing capabilities, and access roles and permissions that are at the forefront of the new site's functionality. HiDef proposes a second stage of the project after initial launch: the customization of a module we have already written to repurpose each page as a searchable, categorizable, taggable, commentable, editable page (by DLF staff) of the new site. During this phase a careful audit of the current site would be completed to determine the exact needs of the module. This planning would guide further programming and test processing of the data. After initial testing the export/import process would be put to full use, at which point DLF staff would have complete control to categorize, tag, publish, and edit as needed to bring the old content into the new site for maximum efficiency for all site visitors.

2 Major Milestones and Deliverables

HiDef would like to propose this project be completed by the following milestones and deliverables, all included in the cost estimate provided:

1. Planning, requirements gathering & systems analysis

- Project Plan
- User Requirements
- Information Architecture
- Page-flow Diagrams and Page Wireframes

2. Visual design

- 3 design options from which to make final interface selection, based on site's current design
- Up to 2 rounds of revisions on the final design
- Up to 10 unique page layouts

3. Development

- Installation and configuration of content management system
- Conversion of interface into CSS/HTML
- (Optional) Conversion of MS Office and PDF assets to HTML
- Repurposing of old site's HTML files as categorizable nodes in new site's database-driven architecture
- Optimization of files for the new website
- Custom module & functionality development
- Browser & platform testing and usability testing
- Search engine optimization
- Installation and configuration of site metrics tools

4. Testing & training

- Quality assurance testing
- Site maintenance plan and Staff training

5. Launch

- Website launch
- Production environment validation

3 Project Staffing

3.1 Digital Library Federation

Project Sponsor

HiDef will ask Digital Library Federation to assign a project sponsor to coordinate feedback, sign-offs, changes and approvals for all deliverables.

3.2 HiDef Web Solutions

Project Manager

The HiDef Project Manager will be Digital Library Federation's central point of contact throughout the project. He or she will oversee all aspects of the coordination of deliverables and deadlines. The Project Manager will deliver regular status reports to Digital Library Federation's stakeholders and be personally available throughout the project to answer questions and resolve any issues or concerns.

Designer

Designing for the web requires not only an understanding of interface usability, but a grasp of the technologies behind the interface. For this reason, a lead designer who specializes in web interface design will be chosen for the project to establish any necessary design changes that the Digital Library Federation website will need to undergo in order to accommodate any software changes. Additional designers may be brought on board as necessary during the development phase to fulfill schedule requirements.

Developers

Depending on the complexity of the final functional requirements, a team of developers will be selected and assigned to code the interface, configure CMS modules and create backend functionality.

Quality Assurance

HiDef will assign multiple testers to perform the final Quality Assurance testing, which includes rigorous content, link and functional testing performed against test plans based on the User Requirements document.

4 Process

4.1 Site planning

Kick-Off Meeting

The project will begin with a kick-off meeting (either in person or virtually via web conferencing), in which the HiDef project manager will present an overview of the project to the larger stakeholder group.

Project Plan

Based on the agreed-upon requirements, HiDef will develop a detailed project plan describing each aspect of the project including the communication plan, issue management, risk assessment and mitigation, a detailed work break-down of all major milestones, and project success metrics.

Development

Using the Technical Requirements brief supplied by Digital Library Federation, HiDef has determined that the custom, open source CMS Drupal will perform the requirements and be a viable solution. During development of the CMS, HiDef will follow strict documentation best practices (0.1, 0.2) .

Content

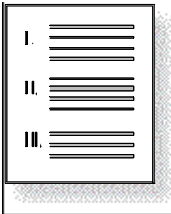
HiDef will work with Digital Library Federation to outline possible content offerings, defining factors such as:

- Types of content (such as HTML, PDF, PPD, DOC, RSS feeds)
- Possible content expiration policies for each area of the site (and other guidelines on which to base workflows)
- Ability to edit content regardless of design (1.1- 1.1.2).
- Detection by web spiders such as Google and other major search engines (1.3).
- The ability to edit site content from any browser (1.4).
- The ability to aggregate all individual RSS feeds and blogs (1.6).
- The content on all the site will be backed up daily or as needed automatically through customizable cron jobs (0.7).



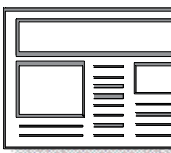
User Scenarios

If necessary, to help brainstorm the design process and flush out potential usability issues, fictional profiles already created by DLF in coordination with its consultant will be extended to represent each major user audience. The profile is then used to evaluate each aspect of a workflow.



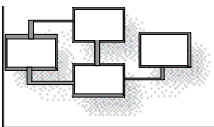
Information Architecture

HiDef will work with DLF to design an ideal information structure for the site. The information architecture is the hierarchical organization of content within the site. This hierarchy will typically inform the high-level navigation and basic file structure of the site; however, the navigation is not necessarily a mirror of the information architecture.



Page Flow Diagrams and Wireframes

Once the architecture is confirmed, page flow diagrams for all primary and secondary templates will be developed. Page flow diagrams document the pathways of traffic through the site, while wireframes help visualize and organize the placement of specific content items on each page. Once the wireframes are completed, the list of required page templates can be finalized.



Navigation

Once the overall structure and flow of the site has been established, global and sectional navigation will be addressed.

Global navigation will include specs for both quick and advanced search functionality.

Sectional navigation will be designed to promote interface consistency throughout the site – a key aspect of web usability.

4.2 Interface Design

This phase establishes the overall look and feel of the site. Initially, the project manager will work with Digital Library Federation to ascertain the appropriate visual language of the site. Mood boards and color schemes will be developed to reflect Digital Library Federation's vision and appeal to its audience. The lead designer will then be ready to produce 3-4 finished designs options for the homepage based on the concept boards and wireframes. Once the homepage is finalized, variations of the design will be produced to reflect the variety of templates required by the site, such as:

- Secondary and tertiary page templates

- Forms & interface elements
- Special templates
- System messaging and error pages
- Administrative interfaces

Prototypes

If required, functional prototypes may be developed during the design phase to clarify interactivity. These prototypes are HTML-based interfaces which demonstrate interaction between pages without necessarily having the final functionality in place.

Design Sign-off

Before development starts, all interface designs will be signed off as complete and final by Digital Library Federation. Further design changes introduced after development has begun will most likely affect the project timeline.

Implementation

Implementation involves all the activities required to publish the completed site to the Internet.

User Acceptance Testing

Once HiDef has confirmed the completion of the development phase, Digital Library Federation will preview the site on the testing server and confirm it meets the requirements.

QA Testing

Next, HiDef will perform the final quality assurance testing, based on test plans which incorporate the Digital Library Federation operating system and browser requirements.

User Training

During or prior to final pre-launch testing, HiDef will provide a written user manual and style guide for daily site maintenance operations. Additionally, depending on Digital Library Federation's needs, HiDef can provide video and on-site training.

Launch

Upon satisfaction of testing requirements and user training, HiDef will administrate the launch of the site on a pre-determined, agreed-upon date.

Validation

After launch, the site will be validated in the production environment to ensure environmental integration and stability.

5 Quality Control and Testing

Development Standards

HiDef will design and construct the site to follow appropriate accessibility and Section 508 best practices, ensuring a uniform experience across major browsers, operating systems, as well as providing accessibility to those with visual impairments.

HiDef will ensure web standards compliance for all client-side HTML, CSS and JavaScript code. During development, all code will be thoroughly unit-tested and validated against current WC3-WAI recommendations.

Wherever possible, HiDef will employ open-source technologies to minimize software development costs, maintain flexibility of data, and ensure code maintainability.

Security

Administration of the site will occur through an authenticated web-based configuration management interface. This authentication system will provide for role-based rights management.

Server-based technologies such as CAPTCHA will be used to prevent spam from bots and site-scrapers.

Project resources will be protected by industry standard SSL encryption. All of our online collaboration tools utilize strict encryption and user-level security protocols.

Quality Management

All source code files will be maintained by HiDef in a source control repository, facilitating incremental versioning and ensuring successful merging of parallel development efforts.

Web-based bug tracking systems will assist with issue assignment, tracking and resolution during the testing process.

Digital library Federation's specifications will determine the testing operating system and browser standards.

6 Hardware Recommendations

Please note that HiDef does not offer its own hosting. In this light, we recommend a managed, dedicated server for DLF for several reasons. One, the biannual forums could generate enough views to bog down a shared server, which can typically withstand 5,000 concurrent connections. Two, custom server configurations are highly recommended to optimize Drupal's performance as a database-driven CMS, and many shared solutions make it difficult to tweak core configuration files at will. Finally, a dedicated server with modest hardware specifications will provide DLF a scalable solution for years to come. HiDef currently uses Liquid Web for its cost



effectiveness, uptime, and trustworthy support. We recommend the following starter configuration for the DLF website:

- Processor: AMD Athlon X2 Dual Core 3800+
- Memory: 1GB DDR2 SDRAM
- Hd1: 120GB 7200RPM SATA / 8MB Cache
- Hd2: 120GB 7200RPM SATA / 8MB Cache
- OS: Linux - CentOS 4
- ControlPanel: CPanel / Web Host Manager
- SetupFee: \$350 Setup Fee
- Monthly Fee: **\$174 /mon**

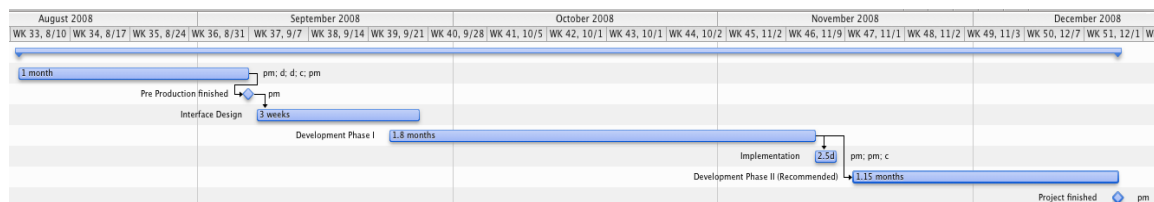
The Hard Drive capacity would hold DLF for years to come and make large file sharing easy, while dual hard drives would enable HiDef to set up nightly backups for the site's stability and security. A managed solution also means that more time can be spent on the website rather than the web server—and this peace of mind is sometimes priceless. If cost is still an issue, HiDef does consider a shared server an option and would be happy to pursue further options on DLF's behalf.

7 Proposed Schedule

HiDef follows rigid practices to ensure excellence, and in light of several factors we do not see October 31 as a feasible implementation date for the features required and desired, all of which HiDef believes are important for DLF's mission. We therefore propose a two-phase process that will deliver a stunning, fully functional site by November 9 (Phase I), while giving DLF the option to implement certain other features thereafter (Phase II). The major factors in our scheduling decisions are:

- 1) The need for a month-long planning phase to conduct detailed workflow and diagrams to further analyze implications and solutions for the interaction between user types, content types, and collaboration functionality—and their implication on page layouts for maximum usability.
- 2) Implementation of a Forum workflow that will allow facilitate a wonderful Forum experience both for DLF staff and for visitors before, during, and after a Forum.
- 3) The RFP's desire to intrinsically involve the user community in the development process. These elements are all positive, and we believe the timeline we propose will facilitate a successful end result.

A draft project schedule is shown below. Formal project schedule and deliverables will be determined by the detailed technical requirements, confirmed in the Project Plan, and may differ slightly based upon the final project requirements.



Description of Development Phase I

Phase I's deliverable will be a site that incorporates a majority of both required and desired functionality, a site whose innovation will allow full creative and collaborative power for staff, board members, stakeholders, members, and non-members. Note that we hypothesized contractual signing for August 10, giving an estimated completion date of November 9.

- Server and hardware setups, CMS installation and configuration
- Full design including front page, secondary and tertiary pages
- Static content integration (such as "about us" and other informational pages)
- Organic Groups infrastructure including wiki editing capabilities
- User types, roles, and permissions ready for population and customization by DLF.
- Forums interface, including session workflow
- Link to legacy content as a subdomain

Description of Development Phase II

Phase II work would also encompass other features detailed during the planning phase, understanding that any decisions made at that point may have an impact on timeline. The estimated date of completion for Phase II is **December 8.**

- Dynamic legacy content migration
- Customization of tagging (required)
- Customization of commenting (desired but not required)
- CiviCRM integration (recommended but not required. See [9.4](#))

Milestone	Time required
Site Planning Requirements Analysis, Project Plan , Content Audit, Extended User Scenarios, Information Architecture , Wireframes and Page Flow Diagrams , Navigation	4 weeks
Interface Design Homepage, 2 nd /3 rd Level Templates, Prototypes	3 weeks
Development Phase I Technical Setups, Content Development, Functional Development, Search Engine Optimization, Beta Release , User Feedback , Changes	8 weeks
Implementation of Phase I User Acceptance Testing, QA Testing, User Training, Documentation, Launch	2 weeks
Total Time	17 weeks
Development Phase II	4 weeks
Implementation of Phase II	1 week
Total Time	22 weeks

HiDef is prepared to begin work on the project upon proposal acceptance.

8 Project Costs

8.1 Core Requirements through Phase I

• Site Planning	\$4,800
• Interface Design	\$5,780
• Development	\$17,600
• Implementation	\$6,000

Total Estimated Man Hours	484
Total Estimated Project Fee	\$36,100

8.2 Phase II Estimated Costs

• Development	\$8,800
• Implementation	\$1,500

Estimated Phase II Project Fee	\$10,300
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8.3 Ongoing maintenance

HiDef seeks to fulfill our clients' every need inside the project costs, including documentation and training. However, in the event DLF requires special maintenance or ongoing design or development, HiDef offers an hourly rate of \$110/hr billed in 15-minute increments.

8.4 Recommendation to use CiviCRM for Forum registration

Because currently an third-party solution is being used to facilitate Forum registrations, HiDef highly recommends using CiviCRM and its component, CiviEvent, to facilitate registration. CiviCRM integrates seamlessly with Drupal, allowing the two systems to share contacts, and CiviEvent makes event organization a pleasure for attendees who will be used to the site's architecture and ready to complete their registration with just a few more clicks.

9 About HiDef Web Solutions

HiDef Web Solutions, LLC, a full-service web solutions company based in Albuquerque, New Mexico, has been creating innovative Internet experiences since 2003. Our vision to develop practical, stunning solutions for forward-thinking organizations is supported by our mission: To join in the passion of these clients to achieve their mission.

Our adaptive system of design and development features a core team capable of completing project from start to finish, complemented by a global talent base customized for each client's needs. Each one of our artists and developers have extensive web technology experience from varying backgrounds, which results in the the most creative and robust solutions for our clients.

Our operating procedures reflect our mission, vision, and process. A paperless office ensures a low carbon footprint; fun, high-energy staff meetings focus on learning cutting edge concepts that keep us at the forefront of our industry; our adaptability to client needs has established long-term relationships with large and small clients in varying industries.

9.1 Service Offerings

Design

Our design services include:

- Print design
- Web design
- Flash and 2D animation
- Online marketing campaigns

Development and Application Design

Our modular development strategy allows us to utilize any variation of technologies to achieve high-end results. A website or application can look attractive, but if it performs poorly or is insecure it is more of a liability than a benefit.

Server Technology Expertise

HiDef has managed dozens of high-end, high-traffic websites that required specific web technologies. Our primary area of expertise is in L.A.M.P. (Linux, Apache, MySQL, PHP) configurations, but have worked extensively in ASP.NET and IIS environments as well. We have overseen several multi-website server migrations and actively manage many large and small web hosting accounts for our clients.

The HiDef team programming expertise includes:

- PHP/MySQL
- JavaScript/AJAX
- Java/JSP
- Flash ActionScripting
- C, C++, Visual Basic
- Ruby on Rails

Domain Services, Analytics and SEO

HiDef is pleased to offer complete domain management services including domain and security certificate registration, renewals, and transfers.

Usage metrics are the cornerstone for evaluating a websites success. According to the overall marketing plan for a project, HiDef will configure and establish site metrics tools to establish a baseline for and gauge future marketing efforts.

HiDef Web Solutions also provides in-depth Search Engine Optimization (SEO) and marketing services, including:

- Website SEO evaluation
- Keyword research
- Site optimization
- SEO marketing campaigns
- Performance reporting
- Google AdWords campaign management

Hosting Services

HiDef manages multiple high-end leased servers for clients with hosting needs. We have years of experience in hosting websites, email, ftp and other basic server services. Our production servers feature high-end firewalls, adaptive spam blocking technologies, and our hosting plans are fair and flexible.

9.2 Core Team

Azin Merhnoosh, President, has over 14 years of computer technologies and graphic design experience and over 7 years of web technology experience. Mr. Mehrnoosh holds a B.A. in Media Arts from the University of New Mexico and is passionate about web technologies, bringing excellence to both design and client relationships. He expects the same level of passion from his partners and team members. As an adamant supporter of openness in both technology and business practices, he has embraced the open source community wholeheartedly. In addition to his duties as president, he serves on the board of directors of the New Mexico Jazz Workshop, a non-profit, music education and entertainment organization, spearheading the organization's web-based marketing efforts.

Brian Lucero, Director of Business Development, is responsible for carrying out the policies of the company on a day-to-day basis. In addition to spearheading acquisitions and accounting, he has played a crucial role in marketing several of HiDef's high profile projects to prospective team members and clients. He received his BA in Psychology from the University of New Mexico.

T.J. Cook, Project Manager, brings 10 years of project management, design and database architecture experience to the core team. From the time he first wrote his own blogging script in 1998 until now, he has stayed on the forefront of web technologies such as Drupal that have put large web applications within reach of modest budgets. Teaching in the public and online school system for the past four years has nurtured his passion to see technology used to educate, collaborate, and innovate.

Julia Sifers, Project Manager, brings 15 years of web interaction design and project management experience to the HiDef team. Starting out as an illustrator and graphic designer, when her design firm decided to branch out on the Internet in the late 1990's, she rolled up her sleeves, learned HTML and created the company's first website. From that first experience, the seemingly infinite potential of the Internet has proven a lasting fascination. During her tenure she has personally been involved with every aspect of the web design process, from design and copyediting to coding and testing. This gives her a unique, first-hand perspective into each aspect of a project.

Leandro Ardisson, Developer, has been programming professionally for fourteen years. His professional portfolio includes developing web applications using a variety of technologies such as Drupal, WordPress, Cake PHP Framework, and from-scratch solutions, ever anticipating the latest emerging web technologies. His passion for programming extends to a wide range of functional solutions: stock control systems, content management, news trackers, search engines, online collaboration, instant messaging, audio, XML, administration systems and more. Additionally, he has experience with audio editing and composition, game programming and generative art. He is proficient in many programming languages, environments, and operating systems and has been known to pick up new ones over a long weekend.

10 Qualifications and Experience

What our clients say about us, along with the projects we have accomplished for them, says it all. When we move into a business relationship, we become part of the client's team at an intimate level.

10.1 Clients

A partial list of recent clients includes:

- Champion Development Group
- Laguna Development Corporation
- Hosanna – Faith Comes By Hearing
- X-Ray Associates of New Mexico
- Infill Solutions
- Campus Crusade for Christ
- Family Housing Development Corporation
- Fiore Industries
- Sandia Resort and Casino
- Shelton Jewellers
- Six Sigma Consultants, Inc.
- YLAW Firm

What Our Clients Say

"I have been in the Real Estate Business for over 10 years and until I started working with HiDef, I was constantly seeking a firm that could and would perform at my level of expectation. They started with my firm 4 years ago with one project and now I will not use another company except HiDef. HiDef not only creates and manages all of my company's sites, they do several other side requests such as e-blasts, ad creations, etc. They are always executed to perfection and before the deadline. I have never been happier nor has my job been easier."

Kimberly Williams
Director of Marketing and Sales
Champion Development Group

"I have been so impressed with Azin and his company. They are visionary, they listen to the customer to deliver superior solutions. I highly recommend him and his team!"

Troy Carl
National Director
Hosanna - Faith Comes By Hearing

"HiDef Web designs and manages all three of our websites at Laguna Development Corporation. Most recently they launched the new Route 66 Casino Hotel website in conjunction with our grand opening. The design of the new website perfectly aligns with our new brand positioning and captures the energy and excitement of our expansion. After evaluating our site against top casino properties, we feel our website is comparable with the best casino websites out of Las Vegas. The staff at

HiDef Web anticipate our needs and they move quickly to adapt to changes in our business, ensuring our websites and web based communications are targeted and unique."

Maria Esquivel
Advertising & Public Relations Manager
Laguna Development Corporation

10.2 Case Studies

The following case studies illustrate HiDef's commitment to excellence at every stage of a project, from every angle—whether technical, artistic, or interpersonal.

Faith Come By Hearing



Situation

With a burgeoning national and international presence and a website not ready to handle the growth, FCBH contracted HiDef to redesign, redevelop, and market the site with the end goal of increasing the ministry's stature, distribute audio Bibles digitally, and, ultimately, attract more participants for its mission. They wanted a site that could be easily edited by FCBH employees, could be translation-ready at later stages, and whose E-commerce solution could interact with their legacy in-house server. Finally, they needed a method of delivering MP3 recordings of their vast collection of over 296 New Testament language recordings. And they needed this customized solution on a modest budget.

Solution

From the start, HiDef knew FCBH's budget challenges and was ready to ensuring a unique design with robust functionality and without compromising the site's design. A team was formed tailored for the project, led by T.J. Cook, and Drupal was chosen as the content management solution, for its extensibility and because it served as a great web application framework for FCBH's future initiatives. The team was put into

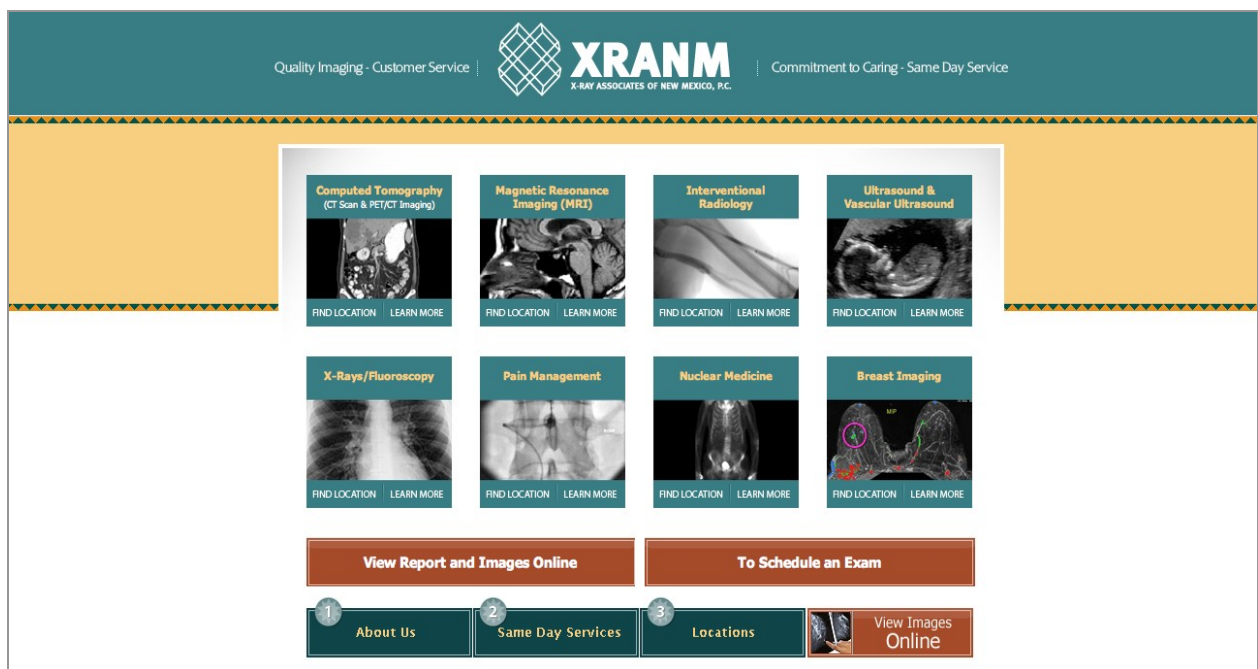
place, with well-defined points of contact, and planning turned quickly into development. Built in a LAMP environment, the website features numerous Drupal modules that support news feeds, user types with custom permissions, custom content types, a plethora of customized views, podcasts, interactive maps, and more.

Results

By March of 2007, a new website was launched to great acclaim, but HiDef didn't stop there. By November of 2007, FCBH's online store was launched, along with a desktop application spearheaded by HiDef that allowed thousands of customers to download free Audio Bibles around the world. During this time HiDef marketed the site and earned it first page results for the highly competitive keywords "audio bible" and "audio bibles." HiDef facilitated an upgrade and redesign in July 2008 that provides proof of continual improvement and innovation on the organization's behalf. To date, donations have exceeded projections, and numerous advanced features including integration with social networks are underway.

Visit Faith Comes By Hearing on the Web at www.FaithComesByHearing.com.

X-Ray Associates of New Mexico, P.C.



Situation

X-Ray Associates of New Mexico had a web presence that was not consistent with their growing professional image. A new branding campaign was under way and the marketing company assigned to the task had no web development experience internally to fulfil such a large order. The new branding campaign would suffer

without the implementation of the new website in conjunction with the traditional advertising medium.

Solution

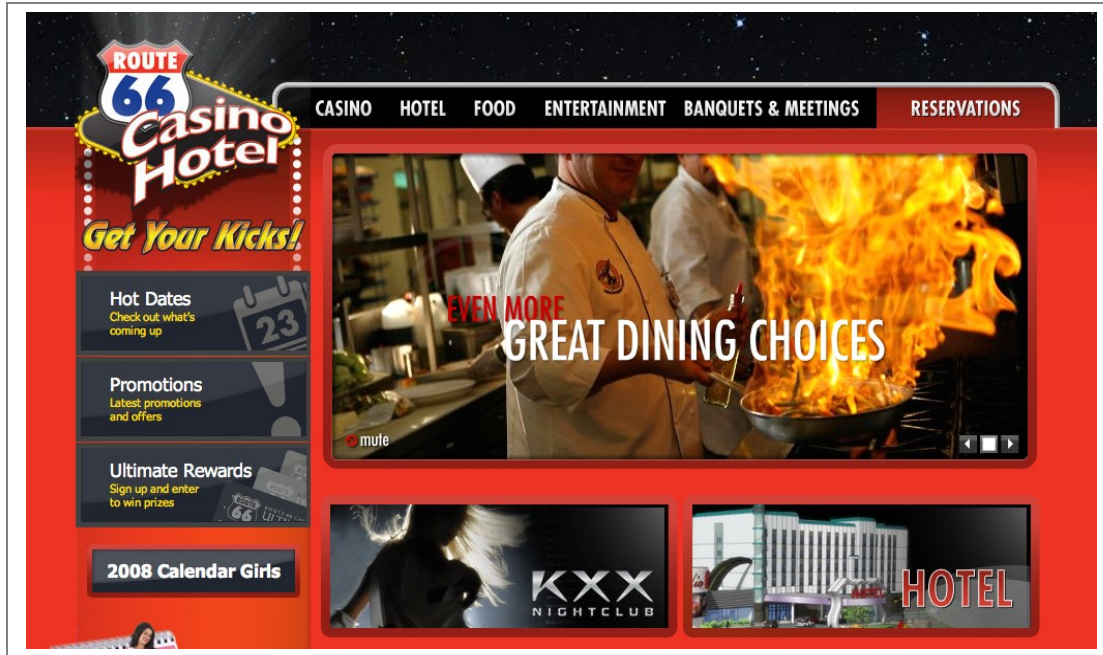
HiDef was brought in to completely overhaul the website design, core framework, hosting, navigational and content organization and more. We implemented a robust content management system in Drupal that would be continually up to date based on its open source nature and extensible due to the myriad of modules and enhancements. A completely custom template based design was implemented to create a professional and visually interesting layout while keeping standards based principles at the core of the project to ensure great search engine visibility and content integrity.

Results

The launch of the new website was lauded by the staff and administrators of X-Ray Associates and the new visible. The new visually professional design has helped bring congruity to the overall advertising efforts of X-Ray Associates and the new search engine friendly website has generated better traffic, better impressions and longer on site sessions. The project was a resounding marketing success.

Visit X-Ray Associates Online at <http://xranm.com>.

Laguna Development Corporation



Situation

Laguna development corporation (LDC) needed a third party web solutions partner to work with their existing infrastructure of IT and servers, 3rd party ad agency and internal marketing department in transition. LDC had no web marketing campaign in place and needed several websites developed quickly to compete with the bigger and more wealthy competitors in their market. The most recent iteration of rt66casino.com needed a whole new framework and design structure to quickly and effectively update the public with entertainment calendar, promotions, newsletters, online reservations, HR and players club integration, search engine optimization and related marketing campaigns and more. HiDef had two months to launch the new framework and branding design and build a solution that incorporated all the new strategies online.

Solution

From the beginning, HiDef Web Solutions knew that deploying a robust framework was the key to the success of the overall campaign. HiDef chose to use Drupal based on its extensive community of developers and available opensource modules. HiDef also had the challenge of working with a new marketing department within LDC. The strategy was to create a detailed, step-by-step phased approach that would allow LDC and HiDef both the time to properly understand the long term needs of LDC and also meet the necessary deadlines in a systematic way. The first phase of development was to set up the Drupal framework, design and develop the general website template and prepare the new content layout. The next phase was to deploy strategic modules for entertainment calendars, newsletter and survey systems, and prepare for bigger integration work like hotel reservations within the Drupal framework. The final phase is to continue the ongoing expansion of the website marketing campaign and keep the flow of daily to weekly updates recent to keep the site fresh and interesting.

Results

HiDef successfully launched phase one of the website in time for the soft and hard launch of the new branding campaign and hotel opening. Phases two and three are ongoing and on schedule. The new website has received numerous acclaims from within LDC and from the general public. Surveys taken from the general public have netted 0 negative reactions to the new website, with 75%+ stating that the website is "good" or "excellent." The website's traffic has more than doubled from its predecessor's numbers according to our metrics and that is without having yet entered phase three, and specifically, the SEO campaign. LDC is seeing constant sellouts of their concerts and their new venues are consistently at or above capacity. The LDC marketing department attributes a large portion of that success to the work that HiDef has done and continues to do on their websites. The ongoing work on LDC's projects will only help enhance the user experience and visibility of the client's products.

Visit both live websites at www.rt66casino.com and www.dancingeaglecasino.com.



10.3 References

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