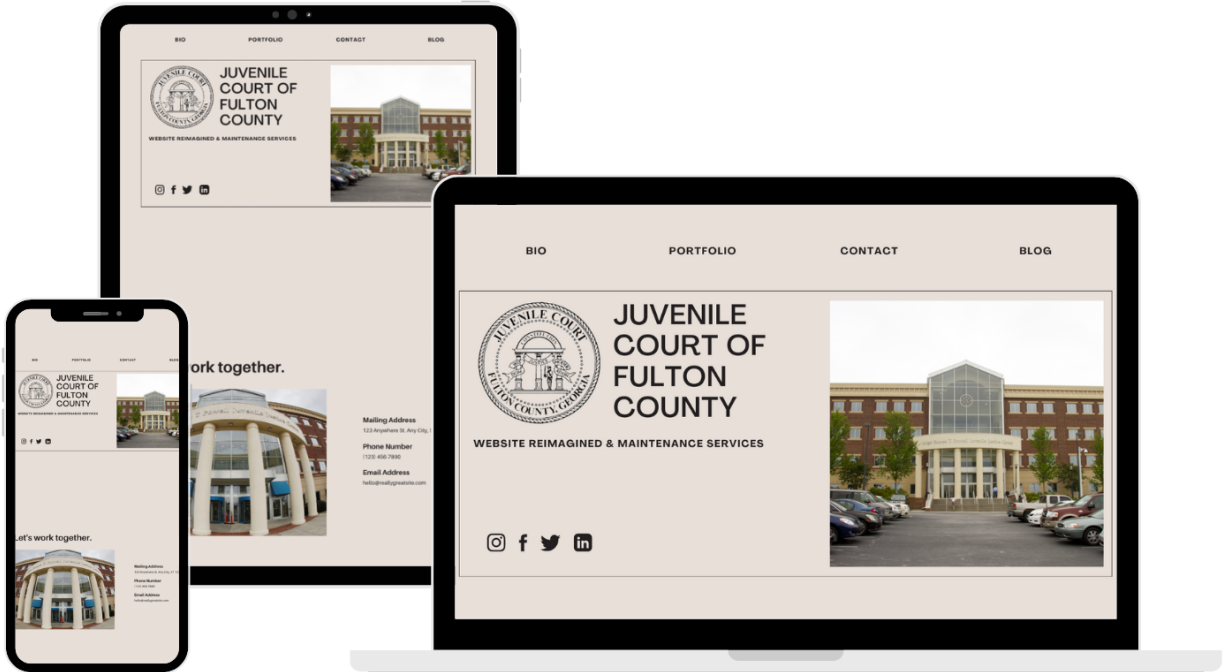




Fulton County Juvenile Court



JUVENILE COURT OF FULTON COUNTY WEBSITE REIMAGINED & MAINTENANCE SERVICES



DELANO MASSEY
CEO and Founder
delano@jacobseye.com
678.382.4645

JACOBSEYE MARKETING AGENCY
2100 Riveredge Parkway, Suite 710
Atlanta, GA 30328
TIN/EIN: 45-3957844
UEI: K3LBZLR6JJJ6
www.jacobseye.com

WHY JACOBSEYE?

JacobsEye (JE) understands the complex IT needs of government clients and provides a full suite of IT services to meet those needs. From strategy and UX design to mobile apps, software development and IT infrastructure, our team of expert designers, developers and researchers have the right stuff to solve your information technology challenges and requirements.

Furthermore, JE is a strategic and creative-driven agency made up of a team of veterans and current voices who offer a unique blend of culture, perspectives, and talents. We create marketing that matters for organizations - government, commercial and non-profit - that have positive impact on the world.

AIR NATIONAL GUARD - A JacobsEye Website & Information Technology Case Study



After an almost three-year marketing hiatus, JE was asked by the Air National Guard (ANG) to develop and implement a national recruitment marketing campaign.

- **Recruiting leads weren't qualified** through any scrubbing process before recruiters began working on them. As a result, recruiters ended up wasting time and money following up on many unqualified leads.
- **ANG lacked a reporting dashboard** to enable leaders to see the end-to-end flow of leads. That gap in reporting made it difficult for leaders to see and diagnose problems before the problems became performance shortfalls.

- **ANG's website was built in 2013** and had virtually no updating since initial launch. The site was antiquated both aesthetically and functionally. Built on outdated technology, the site was utterly inadequate to route data through contemporary APIs.

JacobsEye's IT support of the Air National Guard (ANG) took on multiple forms. Below outlines the three main areas of focus for our IT solutions.

LEAD CAPTURE AND QUALIFICATION

We developed and built a new leads qualification process for the ANG to improve efficiency and recruiting effectiveness.

- Built a transitional database to store and manage leads prior to qualification and segment leads based on quality
- Established a leads qualification process with two call centers to implement qualification.
 - A Tier 1 call center checked basic reasons for disqualification. If the lead was qualified with no issues, the lead was forwarded to the Air Force Recruiting Information Support System (AFRISS) for recruiters to follow up.
 - More complex leads – candidates with a history of drug use, trouble with the law, etc. – were forwarded to a Tier 2 call center staffed by former recruiters trained to deal with challenging cases. If the lead passed, it was sent on to AFRISS for recruiter follow up.
- Developed detailed workflows connecting the call centers to the database
- Established the connectivity between the ANG's website to collect the lead, the transitional database, call centers and AFRISS
- Created an app to capture leads via tablet from a touring experiential marketing roadshow. JE had 6 mobile engagement tours on the road at one time that visited over 130 events. Tablets were used by event staff to collect prospect's information.
- Several months into the project, a decision was made to use Salesforce as the database. JE migrated everything seamlessly to run on the Force.com platform to provide a powerful relational database, and moved all connectivity over from the transitional database to Salesforce.
- Created a system to connect Salesforce to AFRISS via secure FTP of data pushed every 24 hours.
- Built Cloud architecture that was fully compliant with FedRAMP guidelines.

DATA VISUALIZATION AND REPORTING

For the ANG, leads are the equivalent of sales. However, the ANG did not have a leads reporting tool to enable its leadership to understand how well they were performing, track KPIs, or diagnose where performance problems were occurring. Working with the ANG, we developed a reporting system using Tableau to create a data visualization report and dashboard. JE's work included:

- **Writing the code to transmit data in and out of Salesforce**
- **Enabling the system to capture social media activity**

WEBSITE DESIGN AND DEVELOPMENT

ANG's website was antiquated and inadequate to route data through modern APIs. Furthermore, the aesthetics of the website needed to be contemporized.

- **JE designed and created a new website** with copy and visuals to support the positioning and messaging we created for the ANG and connected the site to the new lead capturing system.
- We transported the site to the Adobe Experience Manager platform and enabled no-code authorable content.



JUVENILE COURT SOLUTION OVERVIEW

A website is your space to provide information and services to the Fulton County community. A good website balances an aesthetic user interface with a high-performance and easy-to-understand design for both your users and search engine accessibility.

We propose designing a custom WordPress CMS website and cloud solution to achieve optimal performance and SEO for the Fulton County Juvenile Court website.

This new website would also include analytics reporting and a dashboard.

We'd also recommend integrating the WordPress site with Google Workspace or Microsoft Sharepoint as a document management repository and email service.

PROPOSED ARCHITECTURE

Website

- WordPress
- Analytics Dashboard
- Security Software
- CRM Integration - Gravity Forms, Hubspot, Zoho or Mailchimp

Cloud Server & Host

- Amazon Web Services (AWS)
- Cloudfront CDN (content distribution network)

Email

- Google Workspace or Microsoft 365

Document Repository

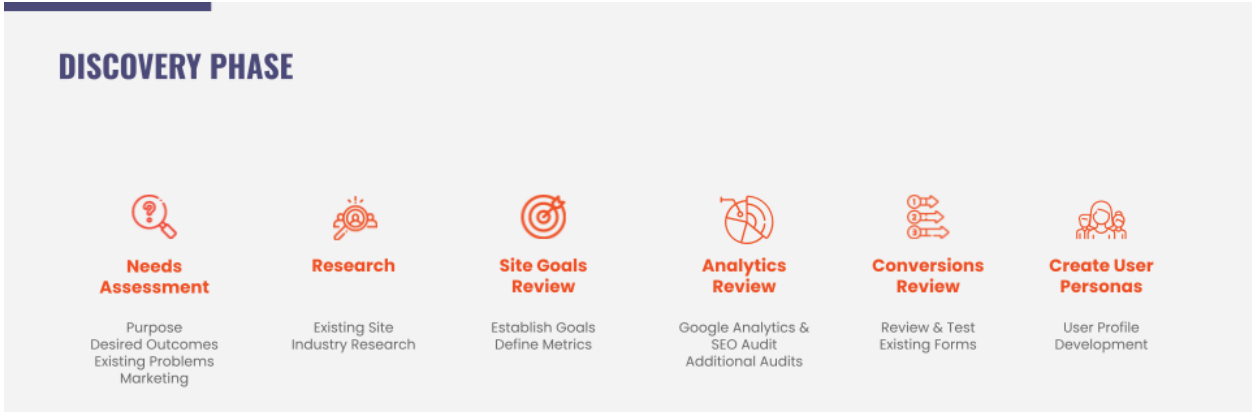
- Google Workspace/Drive (same subscription plan as email) or Microsoft Sharepoint

PROCESS & TIMELINE

OUR PROCESS					
DISCOVERY	PLANNING	CREATIVE	DEVELOPMENT	QA & LAUNCH	MAINTENANCE
Research Needs Assessment SEO Audit	Project Sprint Schedule Sitemap & Wireframing, User Flow & Site Requirements	Develop Design, Branding and UX Content Development	Begin Site Development	Site Testing & Bug-Fixing Site Launch	Dashboard Reporting, Site and Server Maintenance
3 WEEKS	<6 WEEKS	<16 WEEKS	<12 WEEKS	<4 WEEKS	1-2 DAYS/MONTH

DISCOVERY: Research, Needs Assessment & SEO Audit

Needs Assessment / Information Gathering
Purpose, Main Goals, and Target Audience



SEO Audit

Establish baseline performance and SEO benchmarks to measure gains of new site vs. the old site which takes about 4.3 seconds to load on mobile devices (Google study recommends <= 3 seconds).

PLANNING: Develop Project Sprint Schedule

Sitemap and Mockup Creation for 30+ pages

PLANNING PHASE



Sitemap Creation

Basic Site Architecture & Content Table



Wireframe Sketching

Low-fidelity Illustration of Basic Functionalities



User Flow

Mapping of User Flows through Site from Start to End Goal



ID Functionality Requirements

Define Technical Specifications

CREATIVE: Develop Design, Branding and UX

Branding, Color Theme, Page Layouts, Review, and Approval Cycle

CREATIVE PHASE



Site Branding

Set Color Theme
Main Brand Elements
Identify Visual UX Elements



Template Page Layouts

Design 5 Unique Page Layouts to Use Across the Site



Template Mock-Ups

Develop High-Fidelity Designs of Each Template Page (5)

Total of 2 Review Rounds per Template



Final Page Layouts

Complete Final Revisions to Design Templates



Package Assets

Prepare Assets for Development & Implementation

The proposed design will include 2 distinct creative concepts from which the client will select top choice. This main concept will be used as the basis for the development of page templates and subsequent creative pieces.

Content Writing, Keywords and Assembly

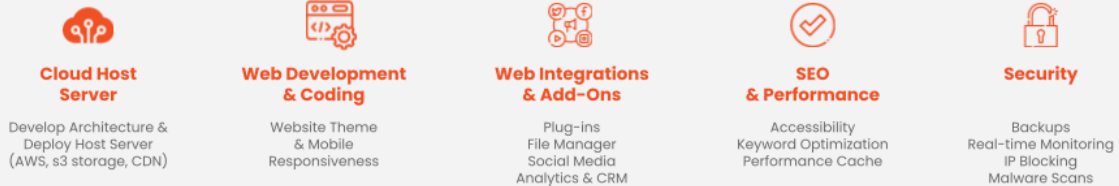
Optimize content and target keywords

DEVELOPMENT:

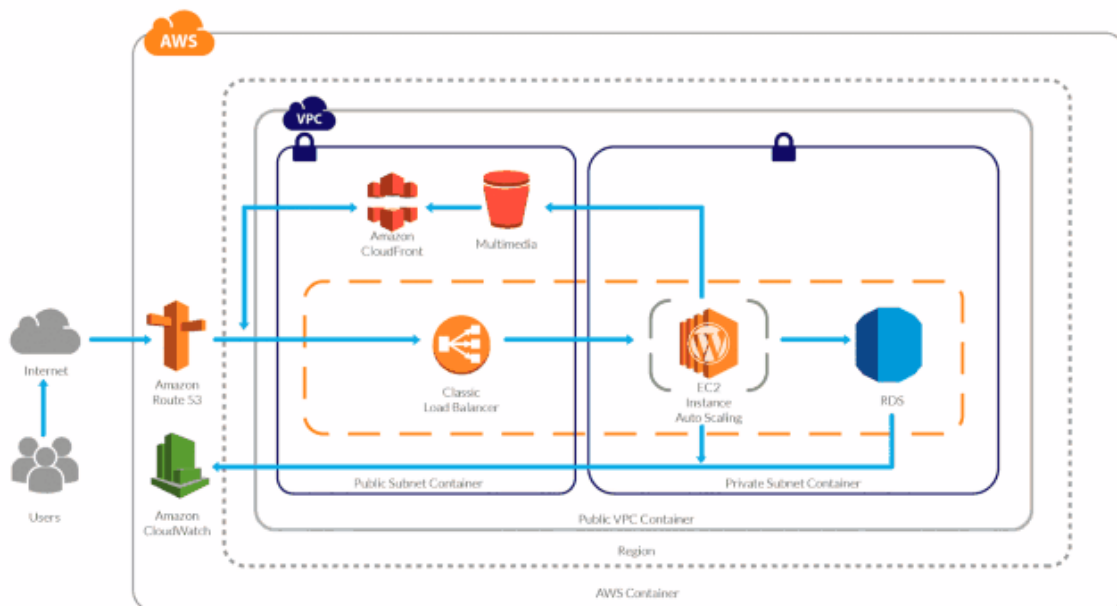
Cloud Host Server Architecture & Deployment

AWS Cloud, affordable s3 storage, load balancing, and content distribution (CDN) network over 200+ global locations

DEVELOPMENT PHASE



Use a cloud host like AWS + the CloudFront CDN to speed up the delivery of the website, improve accessibility, and use only resources that are needed to better manage and scale hosting and CDN costs.



Website Development, SEO & Coding

WordPress development, themes, email, CRM, performance cache and plugins

TESTING & LAUNCH

Performance and SEO testing, form entries, functionality verification & monitoring.

QA & LAUNCH PHASE



Functionality Verification

Code Quality
User Journeys
Form Submission
Email Testing



SEO & Performance Audit

Measure SEO & Speed
Improvements



Analytics Setup

Google Analytics &
Search Console
Webmaster
Custom Requests



Production Launch

New User Registration
WordPress & Cloud Server
Walk-through

MAINTENANCE & REPORTING

WordPress theme and plugins updates, database & cache tuning, new page optimization.

MAINTENANCE PHASE



Cloud Server Maintenance

DevOps
Server Upgrades
Scaling
Security



Wordpress Updates

WordPress Theme &
Plugin Updates, Security
Fixes



Performance Tuning

Optimize Code Delivery
Performance Cache
and Database



New Page Optimizations

SEO Recommendations
& Improvements on
New Pages

TIMELINE

OVERALL PROJECT TIMELINE: 9-12 MONTHS

PROJECT MILESTONES

30 days

- SEO Audit
- Sitemap

60 days

- Mockups for home page and page templates

- Google Analytics

90 days

- Mockups for 30 pages
- Theme layout
- Keyword analysis

BUDGET

	Units	Unit Price	Sub-total
Professional Services Fees			\$112,932.20
Project Management	154	\$94.00	\$14,476.00
Planning	175	\$123.97	\$21,694.75
Creative - Branding, UX & Design	124	\$136.72	\$16,953.28
Development	232	\$158.41	\$36,751.12
Testing & Launch	65	\$158.41	\$10,296.65
Maintenance & Optimization	115	\$110.96	\$12,760.40
Other Direct Costs			\$2,067.80
Amazon Web Services (AWS) Hosting Fees	12	\$100.00/month	\$1,200.00
WordPress Theme Add Ons / Upgrade	1	\$100.00	\$100.00
WordPress Rocket Cache Plug In	1	\$100.00	\$100.00
WordPress Security Software	1	\$100.00	\$100.00
Gravity Forms Add Ons	1	\$167.80	\$167.80
Mailchimp	10	\$34.00	\$340.00
Google Workspace	10	\$6.00	\$60.00
GRAND TOTAL			\$115,000.00

REQUIREMENTS

Priority	Description
2	Required
1	Desired/Optional

	FUNCTIONAL	Priority
1	Customer-Facing Site	
1.1	Layout with professional and attractive "look and feel"	2
1.2	Global navigation and sub-navigation, persistent navigation, and resource links	2
1.3	Develop optimum taxonomy structure for services provided by Juvenile Court	2
1.4	Relevant photographs, graphic illustrations, topic headings, and dynamic components	2
1.5	Modify design with input from Court staff	2
1.6	Ability to create fillable forms for different services offered by Juvenile Court	
1.7	Site must be optimized for visiting device type (desktop, mobile, etc)	2
1.8	Easily identifiable search bar to assist the public with finding resources on the site	
2	Dashboards	
2.1	User-friendly website backend consisting of dashboards for editing different aspects of the website	2
2.2	Resource dashboard	2
2.3	Database dashboard	2
2.4	Website visitor dashboard	2
2.5	Dashboards and reports should be able to present data in tabular, cross-tabular, trend sets, and graphical format (line chart, bar chart, pie chart, etc.).	2
2.6	Create, view, change, delete dashboards and reports	2
2.7	Ability to build custom views, dashboards and reports by role or user	1
3	Document Management	
3.1	Upload, view, change and delete website documents, including text, documents, images, forms, etc	2
3.2	Ability to insert or remove documents from active pages as needed	2
3.3	Maintain version control on documents and document templates	2
3.4	Manage project, program, and portfolio artifacts through interface/integration with document repository	1
3.5	Create final archived project, program, portfolio artifact package repository (actual or virtual)	2
10	Controls and Monitors	
10.1	Ability to generate reports on website host resource usage, including (but not limited to) network capacity, CPU usage, memory usage, and IOPS	2
10.2	Ability to configure standard reports and dashboards to fit date ranges and usage criteria from item 6.1	2
10.3	Create, view, change, delete report and dashboard templates.	2
10.4	Support for alert triggers when certain metrics exceed specified levels (e.g., over 50% CPU usage)	2
11	TECHNICAL	
11.1	Must comply with all applicable aspects of the County's technology architecture standards as documented in the IT Technology Standards 2016 document.	2

11.2	All data, including data stored in databases, environments and data backups will be stored on-shore within the United States of America.	2
11.3	Capture audit trails for changes made to website on front or backend	2
11.4	Allow configuration of audit trails by different criteria	2
11.5	Provide for role based and organizational structure based security	2
11.6	Provide for use of security groups and assignment of users to these groups	2
11.7	Solution must be sufficiently robust to support the required volume of traffic, and the resulting database and general file storage capacity. Estimated number of average site visitors per month approaching 15000. Room for growth must be accounted for.	2
11.8	Solution must support around 10 application administration users.	2
11.9	Major functions and versioning must be date sensitive for maintaining current versus historical references	2
	Support the use of multiple web browsers, including Chrome, Safari, Edge, etc.	
11.10	Support the use of multiple types of mobile devices (i.e., HTML 5 compliant under current standards)for user access and form completion	2
12	INTEGRATION AND INTEGRATION	
12.1	Website must be set up with existing DNS name	2
12.2	Site security using TLS certificates (site must be able to use https)	2
13	APPLICATION ADMIN & SUPPORT	
13.1	Application availability – 24/7, with allowance for pre-planned downtime for regularly scheduled maintenance. For unscheduled maintenance requiring downtime, minimum of seven days advance notification is required. All downtime that can be planned is preferably done during off hours (Monday-Friday 6PM -6AM EST/EDT or Saturday/Sunday).	2
13.2	Disaster recovery requirements – recovery time objective (RTO) = 48 hours; recovery point objective (RPO) = 24 hours	2
13.3	Technical Support for backend software (phone support) – Monday-Friday 6AM-6PM EST/EDT	2
13.4	Problem resolution support for backend software (based on severity levels)	2
13.5	Installation/configuration/customization/implementation	2
13.6	Data Conversion	2
13.7	Performance Tuning	2
13.8	Software Updates and New Releases	2
13.9	Solution integration support (refer to Interfaces/Integration requirements above)	2