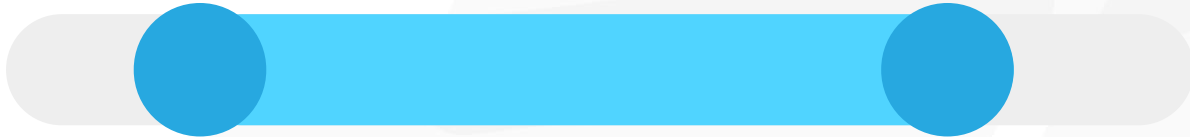


Institute for Research in Statistics and its Applications

Proposal for Website Development

COST RANGE

\$17 808 – \$20 034
Estimated hours: 268



Overview of costs

Task Description	Estimated Hours	Estimated Cost
Project management		
Client meetings, project scope and day-to-day management (20% of project cost)	49	\$2,968.00
Design		
Style guide	13	\$900.00
Icon development	12	\$840.00
Infographic x 2	34	\$2,360.00
Stock photo research	6	\$420.00
Based on DSI or IIB website, create site map and page structure (10 pages)	18	\$1,240.00
Visual mockup of all site-specific components	18	\$1,240.00
Communication strategy and content		
SEO audit of current website and application of on-site SEO	12	\$840.00
Editing of content in line with SEO guidelines	24	\$1,680.00
Upload website content	16	\$960.00

Continued...

Overview of costs

Task Description	Estimated Hours	Estimated Cost
Web development		
Set up development environments	12	\$720.00
Customize existing DSI or IIB website infrastructure for BBIC's use	36	\$2,440.00
Forms: - Newsletter signup with Salesforce integration - Contact form - Donation form	14	\$940.00
Support and maintenance		
Knowledge transfer: two 1-hour training sessions on website and communication plan	4	\$260.00
Contingency		
Contingency 15%		\$2,226.00
Total	268	\$20,034.00

Project overview

This website development project focuses on visual design and technical implementation. We will create a new website for the Institute of Research in Statistics and its Applications (IRSA), prioritizing ease of use for content creators and website visitors alike. The site will build on Matogen Digital's previous development projects at UMN and, using custom design elements such as infographics and icons, give IRSA a strong visual identity that aligns with the UMN's branding guidelines.

The design phase includes creating a style guide, icon set, and infographics to establish a cohesive visual language across the site. We will develop mockups for all site components and create a site map to plan the user journey through 10 pages of content.

The development approach uses an existing website as a foundation, allowing us to focus resources on design, content, and user experience. The site will include forms for newsletters, contact, and donations, with Salesforce integration for data management.

A technical SEO audit will guide content optimisation and implementation, helping users find and access key information. The project includes support for content editors through training sessions and documentation.

Project deliverables

Phase 1: Design

- Style guide with typography, colours and usage guidelines
- Icon set for navigation and visual hierarchy
- Two infographics for data visualisation
- Stock photo library
- Site architecture documentation (10 pages)
- Visual mockups of website components

Phase 2: Content and optimization

- SEO audit of existing web presence
- Content optimization and implementation
- Content upload and structure

Project deliverables

● Phase 3: Development

- Development environment setup
- Website infrastructure customisation
- Form implementation:
 - Newsletter signup with Salesforce integration
 - Contact form
 - Donations
- Mobile responsiveness testing

Phase 4: Training and handover

- Two training sessions covering:
 - Website content management
 - System administration
- Documentation package

Maintenance and support

After launch, we provide ongoing technical support and maintenance to ensure your website remains secure, stable and up to date. Our team is available to assist with content updates, resolve technical issues, and implement new features as needed.

For Research Computing websites, we manage maintenance through a usage-based support contract at approximately \$1,000 per month. This flexible arrangement allows us to scale our support based on your needs while sharing functionality and best practices across our portfolio of websites.

Our maintenance strategy includes:

- Regular platform updates and security patches
- System performance monitoring and optimization
- Technical support and bug fixes
- Content management assistance
- Platform improvements and feature updates

Through this structured approach, we address immediate technical needs while supporting the website's long-term development. The usage-based billing ensures you only pay for the support you need, with detailed monthly reporting on work completed.

**Thank you for
your consideration!**