Discovery

Our journey will begin with a focused and efficient discovery phase. Inclind will develop a deeper understanding of your brand, your audiences, organization objectives, organizational factors, and legacy issues that will drive the execution of the work.

Following a project kickoff call to introduce project participants, review the project plan, and establish project protocols and lines of communication, Inclind will conduct a brief audit of the existing site content and technical infrastructure. Our technical audit will focus on understanding your current WordPress architecture, assessing how all content is managed in your existing build, and gathering technical requirements for the redeveloped site. Our developers will review the existing sites’ code and integrations and validate our approach to building out the new site.

We'll interview your team, either in small groups or one-on-one, to tease out any particular desires for the new site or pain points for the current site that require special attention. Rather than surveying or interviewing your audiences for the sake of economy, we will instead use these stakeholder interviews to learn more about what your site’s consumers and content need and expect from a visit to millville.delaware.gov. Finally, we'll summarize the findings of the discovery activities in a creative brief, which we’ll discuss with the Town of Millville team on a video conference call before proceeding to the next phase of work.

Activities and Deliverables

- Project Kickoff
- Content & Analytics Audit
- Stakeholder interviews
- Technical Audit
- Creative Brief
- Project Plan
Drafting

The goal of drafting is to structure the pages and components of the new site, determine how content is organized, and map how audience groups will navigate between different areas and types of content.

Inclind will create an information architecture (IA), including a sitemap, a high-level visual user flow diagram, a taxonomy plan, and content type definitions. We know your site will grow, and we will consider your needs to create an IA that’s future-focused and which we can build out over time.

Next, we will create page wireframes or black and white “sketches” that illustrate the site’s most important pages and interactions. Wireframes are integral to defining critical user interactions within a website and establishing the content hierarchy on a page.

Lastly, as wireframing is complete and visual design progresses, Inclind will build a functional specification that will serve as the “blueprint” for the development phase. The functional specification will document the site’s content types, functionality, and integration points.

We will collaborate with the Town of Millville Team to revise the IA, wireframes, and functional specifications as needed before proceeding to the design phase.

Activities and deliverables

• Information Architecture, Taxonomy, and Content specifications
• Wireframes
• Functional Specifications
Design

Once we’ve determined the site’s overall user experience and under-the-hood framework, our challenge is twofold: we need to ensure our audience wants to use it and that its experience reflects the values and attributes of your brand. This is where visual design comes in to play.

With the approved information architecture, wireframes, and specifications in hand, Inclind’s creative team will create and present two discrete design directions for the new site. Visual mood boards will be used to demonstrate the styles and designs of the fundamental components that will form the new site’s design system, including typography, color, patterns, and styles for buttons, images, and other essential elements of the user interface. We will use the existing Town of Millville Brand Standards as our jumping-off point and discuss with your team when and where it makes sense to extend the current visual system for the new site.

Through two rounds of review, we will iterate your selected direction into designs for key pages and components of the new site, as defined during the definition. For this proposal, we’ve assumed up to ten distinct page templates will be required for the build-out of the redesign. Therefore, additional templates and alternate versions of these templates can be considered as necessary.

As the template designs are finalized and approved, Inclind will develop and deliver a design style guide that documents the text styles, color values, and other design specifications. Our hope is that the style guide can serve as a resource for future designers to preserve the site designs’ integrity or create other digital or print collateral.

Activities and Deliverables

- Design Direction
- Template Design
- Design Style Guide
“Inclind has been a responsive and effective partner, troubleshooting & supporting us on a range of website challenges. They are a nice team of people too!

Wendy Feliz
Director, Center for Inclusion & Belonging
Development & QA

Inclind’s developers play an active role in the project at the outset conducting technical audits of your current site during discovery and providing critical feedback through definition and design. They contribute information vital to the feasibility of design decisions and the ability for development to adhere to budget and schedule.

This collaboration is facilitated by a client-accessible project management system, where all commits and comments are open to client review. In addition, we actively engage clients in feature prioritization and assessment during development, ensuring that the code that supports functional reviews of work shown in staging environments is solid, scalable, and secure and that our effort is always allocated to the most valuable requirements.

Inclind’s coordinator keeps a finger on the pulse of development progress through stand-ups, daily time-tracking review, and burn-down evaluation.

Development Capabilities

- Development operations design & implementation
- Design system development & integration with CMS
- Content management system development (Wordpress, Drupal)
- Content migration, manipulation and workflow development
- Apache Solr / Elasticsearch integration; faceted and federated search
- Integrating third-party APIs such as CRMs and email platforms
- Optimization of websites for ADA compliance and mobile presentation
- Ongoing support and maintenance of CMS systems

For any CMS upgrade, planning is critical. The Inclind team capitalizes on our earlier review of the existing CMS & design considerations to form a plan around consolidating content types. Before writing any code, we develop a technical plan for mapping between the old and new CMS and review it with the Town of Millville team. When the plan is approved, we perform the migration, then test and iterate as necessary to adhere to requirements.
Development & QA (Continued)

A similar process is applied to our efforts toward the development of new features and/or third-party integrations. We carefully consider how each component will be managed and take this into account when making decisions on how to craft the CMS to ensure efficient management of the website is a priority. We expect special consideration to be given to the key experiences within the site such as:

- Meeting Agendas & Packets
- Town Projects
- Site Search
- Calendar & News
- Forms & Engagement Features

Our development team, both frontend and backend, expects to construct these experiences in a manner that facilitates measurement and can be efficiently maintained post-launch.

Once constructed, we always provide quality assurance testing against the design and functionality of the site across a wide variety of browsers and devices using a combination of automated tools and manual testing. Our in-house QA team checks for visual adherence to approved designs, accessibility (Section 508 and WCAG 2.1 AA), code quality, browser bugs, misspellings, SEO, and general usability of the site and the administrative backend. Our objective is to ensure that the site is acceptably error-free and performs well in your most essential usage contexts.
“We're proud to now have a high-performance website that is accessible, editable, and delivers the same high-quality experience to our clients online as we provide in person.

Shawn Eaton
Director of Operations
Content, Training & Governance

Once QA is complete, the Town of Millville team will begin the user acceptance testing period. During this UAT phase, your site administrators will use the system to add content, review the build to ensure it is complete, and identify any remaining issues. Inclind will provide remediation of in-scope issues to ensure timely final delivery and satisfaction with the product. Once all issues have been addressed and QA/UAT is complete, Inclind will transfer ownership of the code repository to you. Inclind will also support the deployment of the new code, helping to answer any questions to ensure a successful launch.

We’ll provide brief CMS training for current site authors. Given your existing familiarity with Drupal, a single session tends to be all that’s needed. We’ll instruct authors on how to create and modify all site content types, publish content with SEO best practices in mind, and manage access to the CMS environment. This session will build on the collaborative nature of the entire engagement, with plenty of room for questions, discussions, & knowledge sharing.

Project Coordination

Each time we enter into an arrangement, we consider ourselves more than just a vendor and you, the client. We see each organization as a trusted partner, meaning you are trusting us to help engage your clients, keep your website safe and secure, and tell your story with our digital storytelling skills.

So what do we expect from your team? We plan to keep the lines of communication open and transparent and keep all Town of Millville team members up to speed on the timeline and budget throughout the redesign process.
“They function as a partner, not just as a vendor.”

Eric Weber
Vice President of Technology
Beyond the Project

We are here to support your future.