

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## proposal: overview

### MIT IS&T WEBSITE

JANUARY 28, 2011

p 1/14

Moth Design and pod are pleased to present this proposal to the The MIT Information Services and Technology Department (IS&T) for the redesign and development of the IS&T website.

We have described within this proposal the attributes that render Moth Design and pod as the right partners to assist MIT IS&T in this effort:

- Our experienced and knowledgeable people
- Our proven processes and project controls
- Our breadth of technical capabilities
- Our experience in developing web applications with effective user interfaces

MIT IS&T can expect that the Moth Design and pod team dedicates itself fully to meeting the highest standards of quality and excellence, understands the critical importance of this project to MIT IS&T, and balances potentially competing goals intelligently to bring the project to a successful completion.

If any additional information is required, please feel free to contact us, and we will respond immediately to your request.

---

#### *Proprietary Notice and Confidentiality Statement*

*The information (data) contained in this proposal, along with all attachments, constitutes a trade secret and/or information that is confidential and privileged. It is furnished to IS&T in confidence with the understanding that it will not, without the written permission of pod, be used or disclosed for other than evaluation purposes. In the event a contract is awarded on the basis of this proposal, IS&T shall have the right to use and disclose this information to the extent provided in the contract integrating this proposal. This restriction does not limit IS&T right to use or disclose this information if obtained from another source without restriction.*

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## proposal: overview

### MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 2/14

---

#### ABOUT MOTH DESIGN

Award-winning Moth is dedicated to the art and craft of graphic design. Since opening its doors six years ago, the studio has enjoyed working with an extremely broad range of clients, from local institutions to national retail, from arts organizations to leaders in high performance computing. The core concern for the studio is always to create graphic design solutions that reflect the nature of the client, not the studio. This means that our portfolio is always evolving and that new challenges never have old solutions. The studio's passion for marketing and design inform each new process, but Moth Design believes that good design begins with a detailed understanding of its clients.

Moth has worked with many higher education institutions including Harvard University, MassArt, Boston University, ProArts Consortium, and MIT. This experience brings a keen understanding of the communication needs that are specific to Higher Ed.

---

#### SAMPLE URLS

ProArts Connect Social Networking Site  
[www.proartsconnect.org](http://www.proartsconnect.org) (we can provide login info on request)

Climate CoLab  
[www.climatecolab.org](http://www.climatecolab.org)

HMFH Architects  
[www.hmfh.com](http://www.hmfh.com)

MIT Knight Science Journalism (still in development, sample screen views)  
<http://mothdesign.net/ksj/final/01.html>

MIT Civil and Environmental Engineering  
[www.cee.mit.edu](http://www.cee.mit.edu)

MIT Diversity  
[www.diversity.mit.edu](http://www.diversity.mit.edu)

SunBug Solar  
[www.sunbugsolar.com](http://www.sunbugsolar.com)

Harvard Postdoctoral Relations  
[www.postdoc.harvard.edu](http://www.postdoc.harvard.edu)

Rubie Green  
[www.rubiegreen.com](http://www.rubiegreen.com)

Morgan and Milo  
[www.morganandmilo.com](http://www.morganandmilo.com)

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## proposal: overview

### MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 3/14

---

#### **ABOUT POD**

pod is a highly experienced, professional consulting practice dedicated to helping its clients build a coherent technology strategy, navigate technology, consulting and implementation pitfalls, and provide design and implementation services. Our strengths include:

##### **Highly experienced consultants**

All of our consultants have a depth of experience leading the strategy, design and implementation of large and mission critical technology projects.

Other consulting firms cannot compete with our concentration of experience on a team.

##### **Low risk profile**

We believe that projects should often be split into smaller pieces to provide lower risk, earlier validation of deliverables against the business need, and earlier time to market.

We live and work locally, share a methodology and have a proven track record of execution.

##### **Competitive rates**

Blended rates similar to other consulting firms without the blended experience - every member of the team is experienced.

---

*Moth recommends partnering with Sarah Morton of Black Pepper for the discovery and IA phases of the project.*

#### **ABOUT BLACK PEPPER, SARAH MORTON**

Founded in 2007, Black Pepper, Inc. is an award-winning information architecture studio offering complete user experience and interaction design services in Boston and the New England area. We deliver innovative marketing Web sites, large-scale content managed sites, and complex Web applications to our clients in higher education, financial services, publishing, and healthcare. Our work for the Lung Genomics Research Center at Dana Farber, College of the Holy Cross, Rhodes College, Morehouse College, and Connecticut College, FlyFi, Visible Measures, and others has been recognized by MITX, the eHealthcare Leadership Awards, Comm Arts, and the Adobe Site of the Day.

Sarah Morton, the founder and director of Black Pepper, recently worked with the MIT Center for Future Civic Media and Harvard University's Office of Faculty Development & Diversity. As we continue to deepen our practice in higher education we contribute fresh perspectives and relevant best practices from our corporate and other clients.

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## proposal: overview

### MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 4/14

---

#### OVERVIEW

The purpose of the IS&T site is to help the MIT community understand, get, and use the offered services. The new website will also help to expand the IS&T brand that promotes MIT's commitment to excellence. IS&T is a service organization and its website's look and feel should embody and directly reflect their mission of service provider and vision of making IT easy. It should support the vision of self-service. It should reflect the major themes of automation, mobility, simplification, de-customization, and removing pain points. The site's look and feel/design should focus on "What members of the MIT community want from IS&T." The site design should revolve around the service catalog.

---

#### OBJECTIVES

The primary objectives of this initiative are as follows—to:

- Conceive and craft a logical IA that builds a solid foundation for the site as a whole
- Develop a site design that increases self-service capabilities for the MIT community
- present a unified IS&T
- Extend the IS&T brand and reflect the institution's commitment to excellence
- Design a site and CMS system that increases the usability and maintainability (front & back end) of the site
- Develop a design structure that makes information easy to access (quick) and promotes frequent use of the site
- Craft a service catalog based design
- Streamline the navigation, search capabilities, and content across the site
- Deliver a CMS system that is intuitive and easy to use
- Create a website that is aligned with the standards for the MIT visual identity
- Create a design system that is distinctive, graphic, memorable, clear, and appropriate
- Develop a website that meets all accessibility requirements and design guidelines as outlined in the MIT Database Consulting and Application Development's (DCAD) web publishing guidelines



## proposal: assessment

MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 5/14

---

### DESIGN ASSESSMENT

This proposal assumes the following unique page designs/templates. Note that the defined number of templates is subject to change after we have engaged in the discovery/ IA process and the budget may need to be adjusted accordingly.

- Home Page
- Services & Resources Page
- Topic/Service pages
- Top-level page template (+ customization for 3-4 screens)
- Basic, text dense page as shown: <http://ist.mit.edu/services/email/exchange>
- Software download grid
- Software version page
- Text + image subsite page template as shown:  
[http://ist.mit.edu/getting\\_started/students#firststeps](http://ist.mit.edu/getting_started/students#firststeps)
- Text-dense subsite page template (2-3) as shown: <http://ist.mit.edu/security/tips>
- Wizard pages (2-3 screens)
- Form template
- News home page
- News article
- News multimedia page
- News category page
- Member login page
- Treatment for video integration (estimated at 2 templates)
- Search Results Page
- Site Map
- 404-Error Page
- 2-4 additional page types

#### Additional functionality

- User form submissions
- Integration with MIT Touchstone for user authentication
- Integration with 3down.mit.edu for system status
- Integration with Hermes for top answers
- Integration with Google Analytics

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## proposal: assessment

### MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 6/14

---

#### TECHNICAL ASSESSMENT

We agree that Drupal would be an appropriate content management system (CMS) for the IS&T site.

The majority of the existing site consists of content that would be managed directly through the Drupal CMS. There are some areas with potential for additional complexity, which are listed below. However, considering that the existing site is also built on Drupal, we would leverage and reuse existing integration approaches where possible.

- We assume that authentication will be managed through Touchstone, and that the Drupal site will use the shib\_auth module for Shibboleth integration.
- We will integrate with Atlassian (Hermes) to display "top answers" on the site
- We will integrate with 3down to display system status information

---

#### MOBILE DEVICE DESIGN

More information is needed to understand the scope of the "mobile designs". The core site will be designed and coded in a manner that makes it accessible on mobile devices. If there is a desire to have a custom designed solution that feels native on an iPhone or Droid then we need to define the scope of that—modify all page templates? define key content and craft a microsite?

Note: pricing for the mobile design is NOT included in this proposal.

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## proposal: process

### MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 7/14

---

#### **PROCESS**

Our team has a proven track-record of collaboration and has built a process that logically divides key phases and aligns components on parallel tracks when appropriate. Our focus is on delivering a high-quality site on the time line we promise.

---

#### **DISCOVERY (3-4 WEEKS)**

The discovery process will be led collaboratively by Moth Design (creative lead) and Black Pepper (IA lead). We will work with IS&T to understand the needs of the MIT community. With your stated goals, recommendations, and survey results in mind we will design a complete user experience that meets your goals and audiences' needs.

Black Pepper will:

- Participate in all relevant requirements gathering meetings and conversations.
- Complete a peer site review and full content assessment of the existing IS&T site and affiliate sites, leveraging the content inventory provided by the IS&T department.
- Map out the current content and conduct a gap assessment to recommend new content for the site based on peer sites and audience needs.

Moth design will:

- Review all key documentation and any related communication materials to determine what brand equity could/should be leveraged.
- Complete a peer site review for "look and feel" and determine the key differentiators for IS&T.
- Draft creative brief and outline of visual/communication objectives.

---

#### **INFORMATION ARCHITECTURE (3-4 WEEKS)**

Our findings from the discovery phase will inform an initial presentation consisting of the audience diagram, site map, and home page wireframe. After feedback and revision to this first architecture document, we will draw the remaining wireframes. The wireframe drawings will match the list of pages that IS&T wants to test in the usability lab.

We will revise the wireframes after a feedback meeting with the IS&T web team stakeholders. These wireframes will be turned into an HTML prototype for usability testing. Black Pepper and Moth will observe the usability tests and any presentation of the results of that testing. Results and recommendations from the usability testing will be used to create the final draft of the wireframes and complete site architecture. A final version of the drawings incorporating all revisions and recommendations will be delivered to IS&T and the design and development teams.



## proposal: process

MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 8/14

---

### DESIGN (11-13 WEEKS)

During the design phase we will bring the information architecture to life with a rich design and user interface that will address the project goals articulated in the RFP and site analysis provided by MIT.

- Present 3 concepts for the home page, and sample sub page
- Implement up to 3 rounds of design edits
- Develop design structures for all unique page structures and page elements, including all elements listed in MIT's RFP
- Further refine the scope and technical requirements outlined in the RFP.
- Consult on one round of usability testing (led by MIT)
- Coordinate with Usability and ATIC labs as required

---

### DESIGN PRODUCTION (3-4 WEEKS)

- Create production-ready PSD files and image assets
- Create web style guidelines (20-30PP) single pages delivered as PDF file to pod + MIT IS&T
- Work with DCAD, ATIC and Usability lab to organize requested testing
- Review and coordinate with pod on technical implementation

---

### TECHNICAL IMPLEMENTATION (12-18 WEEKS)

Our plan for implementing the site includes the following stages, described in more detail below

- Design Support and Requirements Gathering
- Site Development (6-10 weeks)
- User Testing and Training (2-3 weeks)
- Initial Content Load and Data Migration (3-4 weeks)
- Deployment and Launch (1 week)
- Post-Launch Warranty (4 weeks)

#### Design Support and Requirements Gathering

The purpose of this phase is to support the visual design process, understand the behavior of all the pages, and document any CMS workflows, processes, or integration points as necessary. While Moth Design will drive the design process, we will provide input to ensure that the design can be implemented and maintained in Drupal without creating unwarranted complexity.





## proposal: process

### MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 9/14

We will also develop the content model, review existing content sources and develop a plan for data migration. This will be a highly collaborative period as the entire team reaches a detailed common understanding of how the site works and exactly how the data is displayed on the front end.

Activities during this phase will include detailed reviews of the visual design and meetings to identify the desired CMS content model and workflow.

#### **Site Development (6-10 weeks)**

During this phase the HTML and CSS for the site will be coded and the site functionality will be implemented using Drupal. As the HTML is developed it will be reviewed with the designer to ensure fidelity with the visual design. During development the site will also be made available to MIT to be assessed for W3C and Section 508 compliance. The end deliverable of this phase is a working site with full graphic design, but with very little content.

#### **User Testing and Training (2-3 weeks)**

The purpose of user testing is for MIT to verify that the site works as designed and documented in the requirements. This phase will include multiple testing cycles, in which MIT testers will run through test scripts, log bugs or issues, and verify that issues from previous testing cycles have been resolved. Testing will be executed on pod's staging environment. Before exiting this phase all functional bugs that would prevent launching the site must be addressed.

This phase also functions as hands-on training for the eventual users of the CMS, so we recommend having those users perform the testing if at all possible. The end of this phase is a good time to hold a training session for additional users of the system.

#### **Initial Content Load / Data Migration (3-4 weeks)**

During this phase MIT and pod will load all existing content onto the site as per the data migration plan created in the Design Support and Requirements Gathering phase. By the end of this phase the site on pod's staging environment will be functionally complete and fully populated with content.

#### **Deployment and Launch (1 week)**

During this phase the site will be deployed from the pod staging server to the production server hosted at MIT.

#### **Post-Launch Warranty (4 weeks)**

Pod will fix any bugs found on the live site during the warranty phase, and deploy new releases to the production environment as necessary. This phase starts when the new site is made publicly available as the live site.

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## proposal: investment MIT IS&T WEBSITE

JANUARY 28, 2011

p 10/14

---

### DISCOVERY \$ 13,000.

Black Pepper: \$10,000.

Moth Design: \$3,000.

---

### WEBSITE DESIGN & PRODUCTION \$ 23,000-28,000.

Moth Design: \$20,000-25,000.

pod: \$3,000.

---

### ICONS \$ 1,500-4,000.

If icons are employed across the site investment will be required to research, purchase and/or custom draw the family.

---

### TECHNICAL IMPLEMENTATION \$ 29,500-34,500.

Moth Design: \$2,500.

pod: \$27,000-32,000.

---

### PROJECT MANAGEMENT \$ 6,000.

- Meetings, general communication, schedule mgt.

---

TOTAL FEES **\$73,000-85,500.**

---

### FEES ARE BASED ON THE FOLLOWING HOURLY RATES

Moth Creative Director: \$125/hour

Moth Senior Designer: \$100/hour

Black Pepper /User Experience : \$125/hr

Pod: \$150/hour

---

### MISCELLANEOUS EXPENSES

- Courier charges, prints, supplies, and materials are billed on a per/use basis.

Note: Color prints are billed at \$4/page (11x17")

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## proposal: notes

### MIT IS&T WEBSITE

---

JANUARY 28, 2011

p 13/14

---

#### NOTES

Content Entry: Client team will be responsible for all content entry. Pod will oversee any content migration from current site.

Copy writing: The client team will provide all content for the site.

Proofreading: The client team will proofread all content for the site.

Imagery: The client team will provide imagery to support content. Should Moth recommend additional custom or stock photography, pricing will be provided along with recommendations. This proposal does not include any image cost allowance.

---

#### ASSUMPTIONS

##### Browser Support

On the client side, we will support the following browsers, as per the MIT guidelines:

- Internet Explorer 7 and 8
- Firefox 3.5 and 3.6
- Safari 4.0

We do not anticipate using Flash.

##### Schedule

The June 30th launch date is contingent on project kick-off date and confirmation of final project plan and scope.

Emer Garland-Scott  
Massachusetts Institute of Technology  
PSB  
77 Massachusetts Avenue  
Cambridge, MA

MOTH  
450 Harrison Ave  
No. 303  
Boston, MA 02118

T/ 617.482.2900  
F/ 617.249.1664  
E/ info@mothdesign.net  
W/ www.mothdesign.net



## references

### Moth:

---

#### **THOMAS MALONE**

Patrick J. McGovern Professor of Management  
Director, MIT Center for Collective Intelligence  
Sloan School of Management  
617-253-6843  
malone@MIT.EDU

climatecolab.org

Moth worked with a team from the MIT Center for Collective Intelligence to develop a complex web tool to address climate change. Web users can utilize the site's modeling software to build and submit plans.

---

#### **DENISE BREHM**

Director of Communications  
MIT Department of Civil and Environmental Engineering  
(617) 253-8069  
brehm@MIT.EDU

cee.mit.edu

Moth worked closely with Ms. Brehm and her team to develop a comprehensive CMS site for the Department of Civil and Environmental Engineering at MIT.

---

#### **JEREMY THOMPSON**

Director of Marketing  
Massachusetts College of Art and Design  
(note: now @ Brooklyn College)  
718-951-5882  
jeremythompson@brooklyn.cuny.edu

Moth has worked with MassArt for over 6 years and is charged with crafting all core communication tools for the college—including recruitment pieces for admissions, relationship builders for alumni, and fund-raising pieces for development. Moth re-branded the college 3 years ago.

NOTE: Please see appendix for pod client references.