



CLIKFOCUS

**YOUR
COMPLETE
GUIDE TO
PARTNERING
WITH
CLIKFOCUS**



BUILD SMART BUILD STRONG BUILD BEAUTIFUL BUILD EFFICIENT BUILD FOCUS

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HOW DOES THE PARTNERSHIP WORK?

We partner with you to provide resources for large web development projects. You can apply for contracts that you might not otherwise have the resources to handle knowing that you have a skilled development team at your fingertips to assist in the execution.

Step 1:

We use this stage to figure out what your needs are. You might have a project you are trying to bid on but not quite sure how to fulfill it. You might have a couple of the skills and know that it is a great opportunity. We will take time to understand what your skills include and how we could fill in the gaps.

We are a full-service development shop so we can help with any of the web development portion of it, just let us know!

Step 2:

After determining that we can help you out on a particular project, we will sign a partnership agreement that consists of an NDA surrounding a specific project.

Here are some guidelines for a project:

- We only work on projects with over 50k worth of development (of our time spent).
- We expect to spend no more than 1 day's worth time on the proposal.

While our limit of projects usually starts around 50k, we are willing to entertain smaller projects down to 25k, depending on what the project entails.

Who Are We Looking To Partner With?

- Marketing companies that want to take on larger development projects
- Development shops that need more resources and skilled development work.
- Consultants looking to fill gaps for web-based projects

OUR PROCESS

How We Like To Work

Our team has taken a very focused approach to web design and development. One major area of the web that we tend to focus on the most is the user experience of the people that will be using the website. Then we map the user experience to the functionality requirement. We have built sites spanning eCommerce, mobile, and complex CMSs. Each system we build is unique, powerful, and custom tailored to the needs of our respective clients.

In order to help you build an innovative website that is focused on helping your target demographics and administration tools that make adding updating / adding content enjoyable we a lot of effort on the discovery period of of the project.

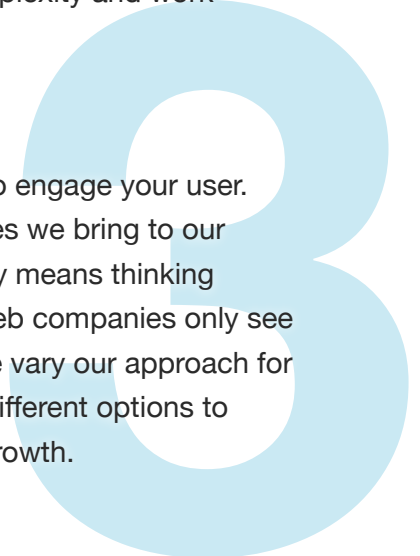
What We (Typically) Work On

We specialize in Drupal web development and design. There are a couple guidelines for projects that we have set up below, but our primary focus is on solving your problem. This means we look at all angles and solutions to a problem to see the best possible result.

There really is no size limit as the size of a project is relative and means something different to everyone. The specifics of your project will communicate the complexity and work required.

How We Think About Projects

There is often more than one solution to bring a focused approach to engage your user. We'll help you identify the best one. One of the significant advantages we bring to our clients is distinguishing the great ideas from good ideas. That usually means thinking outside the box to meet budgets and/or functionality. While many web companies only see one solution, we understand that your project is unique. As such, we vary our approach for each client to cater to their needs specifically. We will explore your different options to choose the best solution for you: both for now, and for your future growth.



HOW A PROJECT WORKS

We are describing every part of what we do, from the Discovery Phase to Development and Delivery. Your project will be unique and might not include every piece of what we do. You can use this as a reference document to understand how each phase would work.

Discovery

This is the first stage of the project and will be included in every project. A large part of the project happens in this stage because we like to spend more time planning so the action/construction takes less time and is more efficient.

Business Requirements

- ▶ Working through and understanding the business goals for the website.
- ▶ Where does the website need to be in 1 year, 2 years, & 5 years?
- ▶ Based on your answers, we will know just how to outline and achieve the right goals.

User Stories

What are your expectations for the users interacting with the website?

- ▶ How are the non-logged in users expected to use the website?
- ▶ Are they suppose to search for something?
- ▶ Buy something?
- ▶ What are the major calls to action?
- ▶ Who is managing the site?
- ▶ How are logged in users iterating with the site?
- ▶ What should they be doing?
- ▶ How can we help them from a technical perspective?
- ▶ What is the content workflow?

Information Architecture

Based on the business requirements for the project, type of project, and how complex the project is this can be a vital part of the overall user experience. This helps the end user interact with the system.

- ▶ Content Audit
- ▶ Content strategy if needed

Wireframes

The wireframing is an excellent way of visualizing the overall outcome of the project.

- ▶ Layout of the system
- ▶ Basic navigation structures
- ▶ How images will be used
- ▶ What are the interaction points of the website?

Technical Requirements

We build the technical requirements off of the user stories and business requirements by looking at a couple different aspects of the system:

- ▶ Load on the system
- ▶ Development and Architectural decisions based on business requirements
- ▶ The different features needed to meet the business requirements

Prototyping (Optional)

A prototype is used to build the overall vision of the website. This will help the stakeholders visualize the product they will be getting. We can take two approaches to this process:

- ▶ **InVision** - This is the more budget friendly way of creating a prototype. This gives the stakeholders a clickable wireframe so they can interact with the site.
- ▶ **Live prototype** - We will take all of the current content of the site and migrate it into a trimmed down version of the site. This will show the different type of content, the navigation and some of the smaller features of the system to give a high-level look and feel.

Advantages of a live prototype

- ▶ Design with real content instead of just in theory. This lets you see potential issues right away and fix them quickly.

Example: If content doesn't fit well within certain page dimensions, a prototype shows that so you can adjust immediately and move on.

Design

Visitors take just two-tenths of a second before they form an initial opinion of your brand; in just 2.6 seconds your visitors have solidified that first impression. These impressions are almost exclusively driven by your website design.

Our goal is to:

- ▶ **Understand How Users Think** - Build effective user personas that drive design choices throughout the site.
- ▶ **Focus on Usability** - Users need to find information on the site easily and quickly and we make sure to test everything to ensure it all aligns with user's needs.

Development

This is where we combine the business goals from the Discovery phase and the technical requirements outlined by the client into the final product. We also utilize the elements from the prototyping phase if the project included that piece.

This phase becomes somewhat collaborative because our goal is to ensure the client can see the progress as it is happening and can to ask questions at the end of the phase to clarify any questions or concerns.

Quality Assurance

The goal of this stage is to make sure everyone can use the new system and agrees with the end result. The end result should reflect the goals outlined in the Discovery phase. Any concerns should be addressed and fixed right away.

After the system is constructed, it is time for testing. You can explore the new system and all of its functionality to ensure you can find everything you need. According to your permissions level, you will be able to access the inner workings of the system and make notes for potential issues and concerns.

Training

This stage of the project is probably as important as the Discovery phase. It is where the people who will be using and administering the new website become familiar with it.

We will offer various options for training, from custom videos to detailed documentation according to the resources for the project and the needs of the people involved.

- ▶ **Get staff onboard** - providing enough training that allows for easy and quick adoption of the new system so everyone can start using it effectively

- ▶ **Listen for feedback** - being open for ideas and concerns from all staff members creates an engaged team that is more willing to adopt the new technology because they feel a sense of ownership and responsibility.

Delivery

After big issues are taken care of and everyone is on board with the new site, the project can be released. Our team will be available for questions during this time so if anything comes up, it can be addressed quickly and the project can move forward.

- ▶ **Maintenance** - This is when the maintenance portion of the project would apply if this project outlined us as the ones to fill this particular role. Any new development or ongoing support will fall under a retainer discussed before the release date.

HOW WE SUPPORT YOUR PROJECT

We stand 100% behind what we developed. This means we are always ready to integrate new features, support bugs, patch security holes, and provide the tools for any direction the client decides to go with its web presence.

Our workflows for updating, maintaining, or even asking question is very simple. We have build a easy to use priority based ticket management system called [ClikCollab](#). The basic workflow is:

- ▶ **Submit a ticket** - Which can be anything from a new feature quest, question about the system, or bug report.
- ▶ **We respond** - Usually within a couple hours we get back with you a responds to your question or a resolution depending on the nature of the ticket.
- ▶ **Approval & Action** - Once the ticket is approved we take action.

The big idea behind using a system like ClikCollab is to keep projects organized and moving smoothly so the details of projects are maintained.

For emergency issues, we provide a workflow and a phone number that will allow you to escalate issues to get fast support.

Our History

Established in 2008, ClikFocus is a web development company that loves Colorado. Ryan Dekker started the company as a one-man operation. Since then, we have grown to a six person (mostly Colorado Springs native) team that handles everything from enterprise development, design, server performance, to local business websites and maintenance.

WHO WE ARE



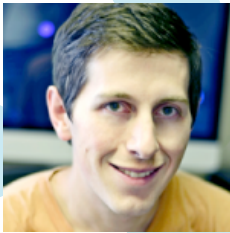
Jeremy Kleier—Project Manager

Jeremy serves as the main point of contact to our customers. He's the translator between the technical requirements and the desired goals of your project. His experience goes beyond the technical requirements to help foster cost efficient business decisions.



Ryan Dekker—Senior Developer and Architect

Ryan is our lead developer and project architect. He does the planning and strategizing for our projects in order to develop your website effectively. He has a passion for usability and easy-to-use interfaces. Having written more than 70 custom modules and architected more than 55 Drupal websites, Ryan is extremely experienced and efficient in his work.



Jesse Mutzebaugh—Usability & Design

Jesse is our resident designer and usability expert. You will be working closely with Jesse during the design process. Jesse has experience working with many national and global non-profit organizations, and the ability to build a consist brand across multiple sites to create a flexible design and the clean user experience you are looking for.



Brandon Cone—Developer

Brandon will be doing much of the heavy lifting during the development cycle. He will be handling most of the back end development during the development cycle. Brandon will also be the person primarily responsible for writing the test plan and procedures for your website. Brandon was an Embedded Systems Engineer working with security systems before he joined our team in early 2012.



Aaron Simpson — Developer

Aaron is a talented php developer. He is at his best when he is knee deep in developing some type of custom modules. Aaron's primary roles is developing the base infrastructure of any new build and maintaining your site for the long haul.

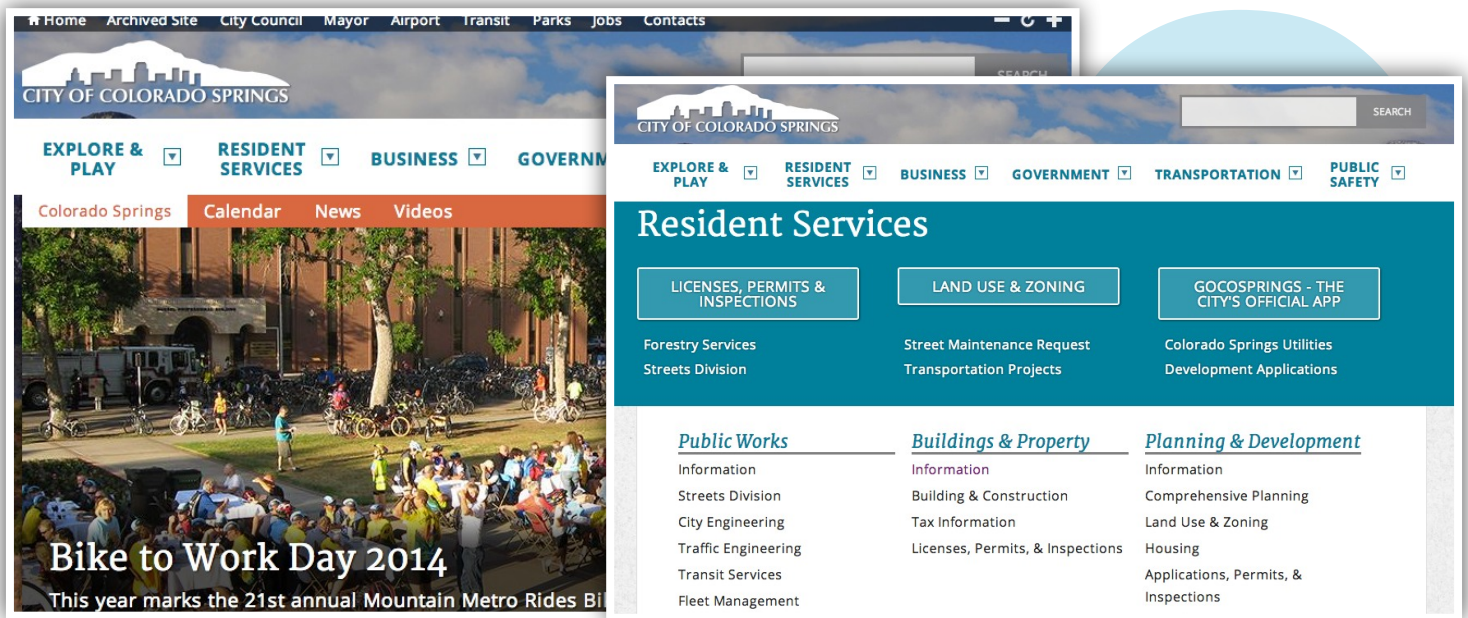
COOL PROJECTS

We have built sites of all sizes, from single-person consulting companies to multi-site local government systems. We have the capability to handle any size project you can throw at us and enjoy the opportunity that new challenges bring.

City Of Colorado Springs

The work we did for this project involved a complete website system overhaul. We redid the main site in Drupal 7 as well as the micro-sites that belonged to specific departments within the City of Colorado Springs.

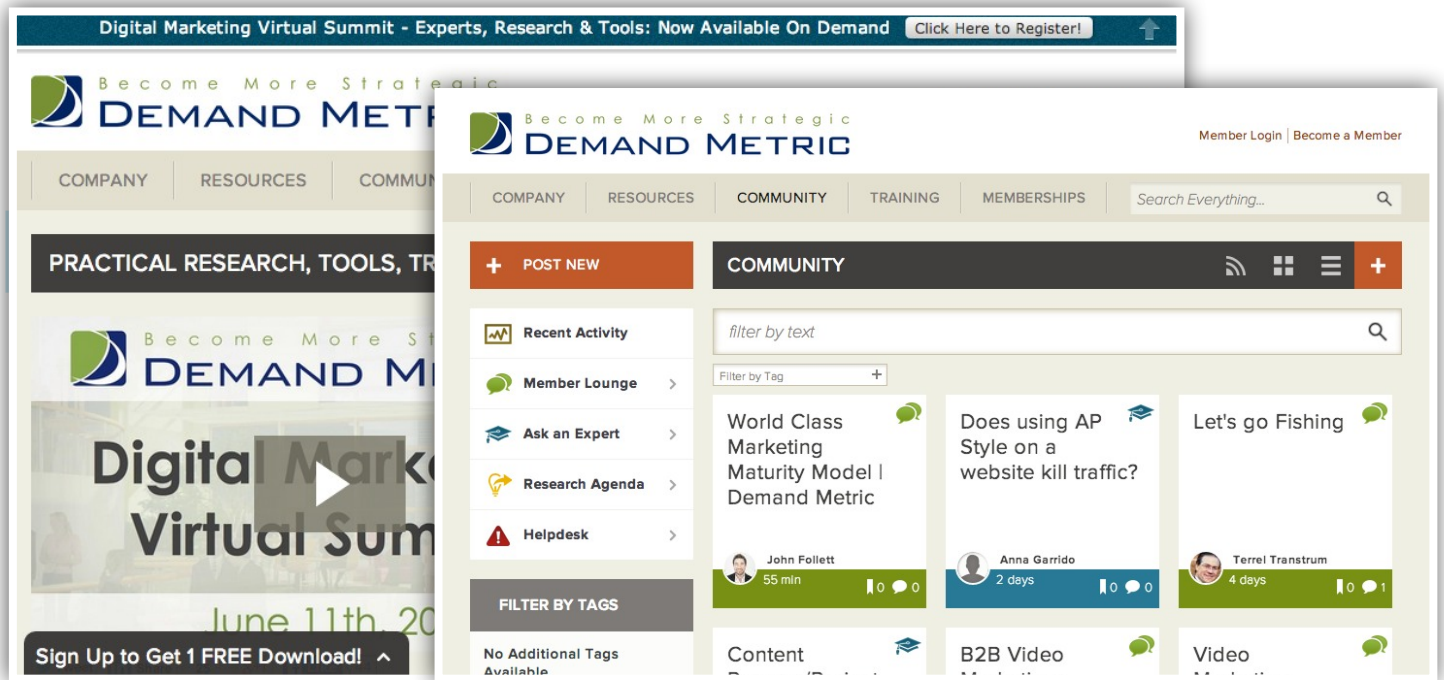
- ▶ **Intuitive Site Navigation** - Make it easy for anyone to find what they need in the vast amount of information on the website by categorizing based on a user perspective instead of internal department structure.
- ▶ **Content-centered Design** - Designing around the content allows users to easily absorb the information no matter if they found it through search results or navigation. Providing content that is easy to read is what design is all about.



Demand Metric

This project involved building a social networking for marketers to come together, share, and learn in an online community.

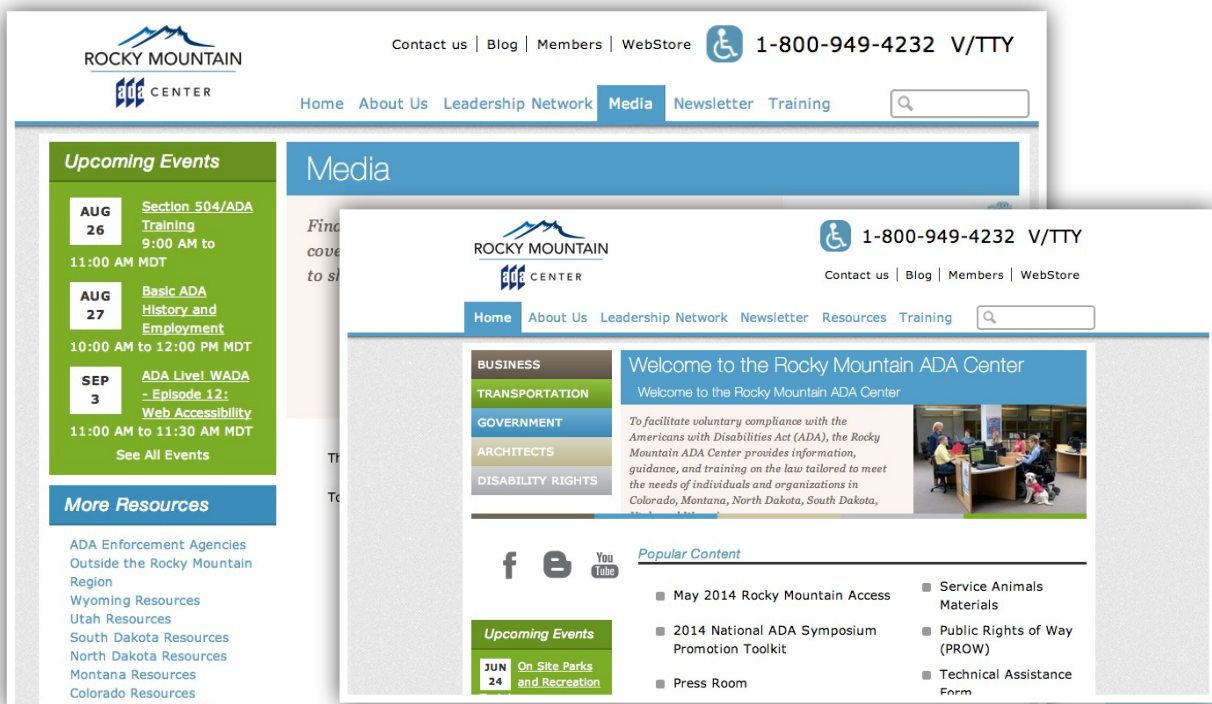
- ▶ **Improve Business Automation** - Integrating business processes into the site frees up time to focus on catering to users instead of the details of user subscriptions and payment plans.
- ▶ **Ongoing Partnership** - With this relationship, we can focus on growing their site regularly to keep up with user needs and keeping them at the top of their industry.



Rocky Mountain Ada

This website is fully accessible with support for screen readers and Section 508 Compliance. Some of the constraints of this project requires working within limited resources, so we had to get creative in finding solutions that met their need and their budget. Below are a few of the features of their system.

- ▶ 4 responsive themes from desktop to mobile
- ▶ Cross browser support back to Internet Explorer 7
- ▶ Complete data migration



WHAT'S THE NEXT STEP?

Now that you've read how we operate and the types of projects we like to take on, you can really get a feel for how we would fit for your project. If we are the perfect fit and you can't wait one more second to start work, then click on the email below to contact Jeremy!

JEREMY KLEIER

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