

Project Brief: Wisconsin Board for People with Developmental Disabilities Website Redesign; Prepared by James Giese, Director of Communications.

Project Summary — the current Board website, www.bpdd.org, has been in use for several years and is badly in need of a new graphic look and increased capability for staff generated content management. Given the Board's charge and audience, special consideration is given to website accessibility and responsive design.

Organization and Audience — Mission: The Board is charged under the federal Developmental Disabilities Assistance and Bill of Rights Act with advocacy, capacity building, and systems change to improve self-determination, independence, productivity, and integration and inclusion in all facets of community life for people with developmental disabilities. Audience: Individuals with disabilities, families, caregivers, policy makers, legislators, advocates, professionals, agency personnel, and the public in the state of Wisconsin.

New Website Objectives — accessibility for individuals with disabilities; responsive design (viewed on phones, tablets, desktop and laptop monitors); simple navigation; modular (in terms of being able to be transferred to another server and ability to be easily expanded); curated content management (by multiple staff users); easily maintained; very inexpensive; secure; and straightforward user interface.

Content Areas — BPDD Web Site Content Outline: About Us (Background and Mission, Board Members, Become a Board Member, Staff Members); Policy (Policy Briefs, Policy Statements); Projects (Self-Determination, Employment, Self Advocacy); Resources (Publications, Presentations, Current Issues, Videos); Other Front Page Links- Contact Us, Search, Rotating Features

Functionality Requirements — Sign-up form; multiple editors; language translation; search; separate design from content; social media integration; and ability to upload documents in several formats and videos.

Budget — approximately 100-150 hours of a FTE for initial build out and launch plus ongoing 5-10 hours per week of updates and maintenance. Approximately, \$2,000 to \$4,000 for server side administration support and technical assistance. Miscellaneous expenses including Wordpress fees, theme fees, etc.

Project Timeline — six to eight months of build out; one month marketing and customer service launch schedule.

Wireframe:

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|-----------------------------|--------|--|-----------|
| ABOUT US | POLICY | PROJECTS | RESOURCES |
| BPDD LOGO | | Email Address | Join Us |
| Contact Us | | | |
| Spotlight Animation/Slider | | Feature 1 | |
| | | Feature 2 | |
| | | Feature 3 | |
| | | Feature 4 | |
| Social Media Icons FB- Etc. | | | |
| News Postings/Twitter Feeds | | BPDD Statement | |
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