

Visit Orlando

Meetings and Delegates: Sites Setup SoW

Revised
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Contact:

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Scope of Work

This Work Order is pursuant to, and made a part of and governed by, the Master Services Agreement between Orlando/Orange County Convention & Visitors Bureau, Inc. d/b/a Visit Orlando and IMC Business Architecture Inc. dated April 30, 2018. This document outlines the proposed scope of work to provide development support for two new websites: one (Meetings) that will be implemented as a digital channel in the existing Visit Orlando Consumer Site Agility CMS Instance, and one (Delegates) which will be implemented as a sub-folder to the Meetings site. The sites are to be updated versions of existing websites for Visit Orlando. They are:

- Meetings Website (<http://www.orlandomeeting.com/>)
- Delegates Website (<http://www.orlandomeetinginfo.com/>)

Project Specifications

This project is an add on to the existing Agility CMS instance for the Visit Orlando Consumer Site. The projects overall goals are to integrate two new sites sharing as many of the same templates, modules, content, and integrations as exist in the main Consumer website.

The goal is to have the Visit Orlando team do as much of the configuration and content entry as possible; including the setup of Agility page sitemaps, shared content, pages and modules. IMC will provide specific development support by the creation and customization of templates and modules that will be required to provide specific functionality that cannot be achieved in the current implementation of the Agility CMS instance.

Specifically, requirements outlined:

- Provide overall development support through the creation of customized modules or page templates needed to facilitate custom interactions.
- Provide design guidance and designs for an updated member listing layout that will feature larger content areas to allow for hotel and conference information to be displayed on the page.
- Provide front end development work to facilitate in global design or color changes for the new sites
- Provide domain, SSL, and DNS support to set up all necessary staging and production domains, configure **one** Agility digital channel and ensure the sites are properly deployed to both the staging and production instances.
- Provide content refactoring services and update various shared content definitions to allow for new content specific to the new sites to be created and managed (e.g. custom analytics scripts for the Meetings site, ensuring ad exclusion lists work).
- Updating of security headers and security processes to ensure the Meetings site is fully SSL secured and operates using best practices for security (e.g. updated security headers, removal of verbose headers). This is subject to VO's provision of a valid SSL certificate for the domain.
- Integration of Application Insights for process and dependency monitoring on the Meetings site.

Deliverables

- One desktop and one mobile design for Member Listings for the Meetings site
- Updated codebase for the Visit Orlando Consumer website that contains all the necessary updates and customizations to support the delegates and meetings websites within the same CMS instance delivered to the live environment
- SSL certificate installs on infrastructure to ensure secure communication on the Meetings site, subject to VO providing a valid SSL certificate for the domain.

Planning

- Project management oversight for the duration of this project.
- The solutions implemented in the CMS will exist in English only.
- User stories and tasks for development management
- Live deployment checklist for the Meetings site.

Wireframes and Design

- One desktop and one mobile design for an updated member listing page which will define how the hotel and venue listings and their additional information will be presented in the listing view.
- One round of revisions for these designs.

Production

- Perform the following **refactoring and global development tasks** to facilitate the addition of two new websites to the existing Visit Orlando Consumer site codebase and Agility CMS Instance:
 - Updates to API endpoint code to allow the API endpoint customization from Agility Shared Content
 - Master page template updates to facilitate new properties created in Agility CMS

Meetings

- Provide the following custom development services for the Orlando Meetings website:
 - Setup and configuration of Agility digital channel
 - Updates to global config to address advertising placement labels and ad exclusion page lists
 - Creation of a new member listings module (based on the existing module) with an updated design and search filters to provide new information for venues and hotels.
 - Creation of a new member details module (based on the existing module) that shows the new information for hotels and venues in the detail view.
 - Any AppNexus ads shown will be based on existing global config or site-specific ad definition refactored to facilitate multiple channels.
 - The megamenu for this site will behave and be managed in the same manner as the Consumer Site's mega menu
 - Site will be delivered in English (Global) language only
 - Site will not feature IP detection

Delegates

- System developed will require a new SSL certificate to be issued for www.orlandomeetinginfo.com
- Perform the following refactoring and development tasks to facilitate the addition of the Delegates site as a sub-folder to the Visit Orlando Meetings site codebase and Agility CMS Instance:
 - Updates to global configuration to address advertising placement labels and ad exclusion page lists
 - Updates to API endpoint code to allow the API endpoint customization from Agility Shared Content
 - Master page template updates to facilitate new properties created in Agility CMS
 - Forms added to the site will originate from Form Assembly, created and managed by Visit Orlando
 - Create two templates, with the primary difference being the visibility of a Tickets link in top nav
 - There will be no Search capabilities added to the two new templates
 - Custom footers for both templates, to differ from the Meetings site
 - Up to 12 hours of development services, including any required updates to the site styling, to be used for any necessary customizations.
 - Site will be delivered in English (Global) language only
 - Site will not feature IP detection
- Custom Show your Badge and Save Module:
 - This module will pull from the VO API endpoint to display a list of discounts available to conference participants
 - No additional custom styling will be applied to this module
- All elements will be developed to meet WCAG AA standards from a functional perspective.

Integrations

- Bing Search will be integrated into the Meetings site with search customization configurable in Agility CMS. IMC is not responsible for the quality of search results returned from Bing.
 - There will be no Search capability added to the Delegates site
- Update Agility's Global Configuration content definition to allow a unique page header and global script to facilitate implementation of custom Google Tag Manager objects for the Meetings site.
 - The Delegates sub-folder will not have a unique GTM property and will exist as part of the Meetings site tracking.
- Exit link tracking for member listings, as currently exists within the Consumer site
- One new Application Insights instance to the Meetings site to facilitate process and dependency tracking as well as error and diagnostic logging.
- RSS: There is no requirement for RSS feeds in the new site builds.

Testing

- Internal testing including Accessibility testing, functional and cross-browser testing on the two new sites as well as the areas of the Consumer site that are affected by the refactoring.
- Cross-browser and device testing against the devices and browsers listed in the System Compatibility section of this document

System Compatibility

All web code will be developed to support the current and one version back of the following browsers: Safari 11 and 12, Firefox 64 and 65, Edge 17 and 18, and Chrome 71 and 71. Additional browsers can be supported and will be scoped and priced individually upon request. All testing will be conducted at 100% VW.

For mobile application development, we will provide the following:

- Mobile application targeted at mobile phones form factor
- iOS application will support current version of iOS 11.x and above
- Android application will support versions 7.x through 9.x

Deployment

- Deployment to production no later than July 23rd, 2019 provided client has signed the final acceptance document
- Conduct 3 days of smoke testing after launch

Dependencies

- System developed will be 100% SSL secured. Customer must provide a valid SSL certificate for the Meetings site if the existing certificate is not a wildcard.
- SSL configuration (VO to provide a valid SSL certificate)
- Visit Orlando to provide specific styling changes to the global styles for IMC to implement for Orlando Meetings site; Layout of the templates will remain the same, only color changes to the existing design elements will require changes
- Visit Orlando to provide specific styling changes to the global styles for IMC to implement for Delegates site

Assumptions

- All content entry, including any content import, is the responsibility of the client
- IMC will not create any analytics accounts on behalf of the client
- IMC will not procure or purchase any SSL certificates for the client
- It's the responsibility of the client to obtain all necessary API endpoints and credentials for both the sandbox and production payment environments
- Any form added to any of the two sites will originate from Form Assembly, created and managed by Visit Orlando
- The creation and importing of necessary redirects for the sites is the responsibility of the client.

- IMC will not guarantee page by page level WCAG AA compliance due to the nature of this engagement, with the client team doing most of the configuration and content management.
- IMC assumes the new sites will be hosted directly with the Visit Orlando Consumer website (www.visitorlando.com). The sites will all share the same codebase to ensure that the same modules and templates can be easily used.
- UAT for both sites will occur over one time period and not in a staggered manner
- IMC assumes the deployment for both sites will happen at once and not in a staggered manner
- Changes to the scope of services will require a Change Order statement, signed off before any additional scope is implemented

Estimated Timeline

The expected elapsed timeframe for this project is 71 work days following full client approval on costs and functionality and receipt of all identified/required assets. A tentative work back schedule is defined below. Dates will be subject to change based on the client approval process.

Date	Effort	Phase / Objective
19/06/24 – 19/07/03	7 days	Business Analysis Cycle <ul style="list-style-type: none"> • Requirements gathering • User stories and tasks • Launch Checklist
19/07/04 – 19/07/11	6 days	Design Cycle <ul style="list-style-type: none"> • Design creation • Client review and revisions • Final Acceptance
19/07/12 – 19/08/30	36 days	Technology Cycle <ul style="list-style-type: none"> • Development • Integrations • Internal testing
19/09/02 – 19/09/25	18 days	Staging, Content Entry, and UAT <ul style="list-style-type: none"> • Deployment to staging • Client content entry period • Client UAT period • Revisions and Final Acceptance
19/09/26 – 19/10/01	4 days	Launch Cycle <ul style="list-style-type: none"> • Launch • Smoke testing

Fees and Payment

The following is the fee table for this Statement of Work. All figures are in US dollars.

Scope	Effort	Cost
Planning Cycle	7 d	\$4,140
Design Cycle	6 d	\$1,800
Technology Cycle	36 d	\$24,400
Content entry, Staging and UAT Cycle	18 d	\$4,400
Deployment Cycle	4 d	\$2,000
PM Fee	n/a	\$6,560
Total:	71 d	USD \$43,300


Subject to the terms of this contract and in consideration of the satisfactory performance of the work hereunder stated, payment will be made to IMC according to the following schedule: 50% upon signing this agreement, 40% at the time when User Acceptance Testing (UAT) is ready to begin, and the remaining 10% will be due either 30 days after UAT has begun or the project has been accepted by the client--whichever occurs first. Payment for the initial 50% is due within 5 days of signing and is not subject to payment terms. Failure to pay within this timeframe could result in a delay to work commencement.

The fees are based on the Client providing IMC requested information on a timely basis. Once the project commences, delays caused by the Client in design and production could result in extra billing.

Acceptance

By signing this agreement, the signatory confirms they have the ability to bind the organization and agrees to all of the terms and conditions stated herein. Please note, to the best of our ability, we have outlined all the items discussed and agreed upon. If a feature, function, design element or initiative is not explicitly stated in this document, it is considered out-of-scope and therefore not priced.

Approval to proceed:

Client: visit orlando
 <small>Larry Henrichs (Jun 15, 2019)</small>
As per: Larry Henrichs COO/CFO
Date: Jun 15, 2019

If a Purchase Order is required for invoicing, please enter the Purchase Order number here: