



CSW PROJECT

BIG RED BUS ONLINE

bigredbus.ca

Proposal by

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Shane O'Connor

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June 12th, 2022

Lance Wright

Associate Director Executive
Big Red Bus Online | CityKidz



Brenda Visser

Coordinator of Children's Program
Big Red Bus Online | CityKidz

Brenda and Lance,

Thank you for taking the time to meet and discuss the opportunity to present our proposal for a web redesign. The attached document outlines our proposed approach to your project, Big Red Bus Online.

CSS Web Media is a web design company that specializes in designing, developing, and enhancing clients' online presence. Over the last year, we have worked on various sized projects. Our design services make it easy for our clients to manage their websites so they can focus on their business.

At CSS Web Media, we like to build long-term relationships while consistently delivering on clients expectations. We aim to learn about their businesses, their goals, and visions to provide the best products and services.

We strongly feel that our team will bring a unique set of qualifications and we are honoured to be considered for your project. We will work alongside you to meet your goals and deadlines to make this project as successful as possible.

We thank you again for this great opportunity to serve and deliver a website that you would be proud of. We are looking forward to the next steps of this process to help take your online presence to the next level.

Sincerely,

A handwritten signature in black ink that reads 'Circe Luna Cordeiro'.

Circe Luna Cordeiro
Co-Owner | CSS Web Media

A handwritten signature in black ink that reads 'Shane O'Connor'.

Shane O'Connor
Co-Owner | CSS Web Media

A handwritten signature in black ink that reads 'Shagun Benipal'.

Shagun Benipal
Co-Owner | CSS Web Media



About Us

Founded in 2022, CSS Web Media is a small, new and mighty web design company owned by three McMaster students.

CSS in **CSS Web Media**, stands for the first letter of our names; Circe, Shane and Shagun. We focus on providing the best solutions and content for our clients.

We strongly believe our craft is our passion, but our clients give us purpose.

Circe Luna Cordeiro

Co-Owner | CSS Web Media

Originally from Mexico, Circe grew up in Canada. In 2010, she graduated as a web and graphic designer. She has since been working with various sized businesses, including non-profit organizations. Circe is currently taking courses through McMaster to obtain a Certificate in Web Design.

Shane O'Connor

Co-Owner | CSS Web Media

Shane was born and raised in Peterborough, Ontario. He found himself enjoying any and all computer assignments in High School. By the time he was 14 years old, he made his first website! Just like Circe, Shane is taking web design courses at McMaster.

Shagun Benipal

Co-Owner | CSS Web Media

Born and raised in India, Shagun worked as web content writer after her Masters in English Literature. She moved to Canada and has been working with data company. She is currently enrolled in the McMaster University Certificate in Web Design.



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Purpose of the site

CityKidz is a faith-based organization in Hamilton that provides free programs for children ages 3 to 15 years old.

In order to support the children and their families, CityKidz had created a website called Big Red Bus Online.

This online platform features exciting, interactive experiences that use stories, songs, skits and games to share important values and inspire big dreams.

The current website unfortunately lacks a communication strategy and therefore does not align with their branding and community awareness. This is affecting the bouncing rate of visitors and decrease in site's traffic among other things.

CityKidz goals for Big Red bus Online, are to ensure their rebranded website enhances and improves their brand, and ultimately becomes a strong presence within the community.

In order to achieve this, CSS Web Media recommends establishing a unique value proposition, implement a tone of voice that reflects their values and culture, and recommendations for user experience across all devices.



Content Inventory

CityKidz has provided CSS Web Media branding content for the Big Red Bus Online that includes logo with variations, brand guidelines, and colour schemes. Imagery and copy content will be taken from the current website as it has been approved by CityKidz itself. If stock content is required, those expenses will be incurred by CityKidz.



New Master Logo

The Big Red Bus logo has been updated in 2021, however it has not been added to the current website.

The logo comes in various colour for different background colours as well as rules on how to properly used it.

New Brand Guidelines

Just like the logo, the brand guidelines were created in 2021. They were not implemented and CityKidz is hoping we can start following those guidelines.

This document mentions how to properly display the logo, what colours are to be used, typography and hierarchy, brand voice and name, as well as social media guidelines.



Content

Content should be used from Big Red Bus Online for the redesign of the site.

CityKidz is to provide additional content or cover for additional fees for stock content like photos, videos, and audio.



Target Audience

CityKidz serves children and their families in Hamilton, Ontario. Their organizational website citykidz.ca has recently been recently revamped. It provides all the information that a potential supporter or volunteer could possibly need, however, its messaging does not speak to their participants.

This is where Big Red Bus Online comes into play. Big Red Bus Online is their way of bringing the CityKidz experience online to their children's homes. This website is an extension of their in-person programming and another opportunity to deepen their relationships with children and families.

Program Participants

Children and youth between the ages of 3 to 15 years old who are registered with CityKidz' in-person or online programs. CityKidz has created three personalized programs to target these age groups called KinderKidz, CityKidz and CityYouth.

144

registered KinderKidz
Participants
(ages 3-5)

1,021

registered CityKidz
Participants
(ages 6-11)

208

registered CityYouth
Participants
(ages 12-15)

Caregivers

Caregivers are between the ages of 18 to 65 + who have a child/children registered with CityKidz and want to be informed on program details. CityKidz does not have statistics on caregivers. However we were able to get Google Analytics data on what could possibly be the age group and percentages of the adult visitors who may be caregivers.

27.5% visitors who are aged **18-24** **12.5%** visitors who are aged **45-54**

33.5% visitors who are aged **25-34** **5.5%** visitors who are aged **55-64**

15.5% visitors who are aged **35-44** **5.5%** visitors who are aged **65+**



Task Analysis

Users' Goals

Big Red Bus Online users are categorized into two groups and have specific goals.

Children (ages 3-12) and Youth (ages 13-17)

Although this groups has a broad range in ages, they all have common goals which are:

- Play online games
- Watch videos of past programs
- Enter contests
- Celebrate milestones (Birthdays) and events (Christmas, Summer)
- Share ideas and send questions to CityKidz

Caregivers (18-65+)

- Stay informed in the latest events and news
- Register their children to CityKidz programs
- Find resources about neighbourhoods, services and more

How Users Achieve their Goals

For both children and their families, it is currently difficult to find the information they want and need. There are different ways to get such information but it is not easy and clear on how to achieve these.

The main landing page does not explain its purpose and there is an overwhelming amount of information. In order for children to access anything from videos to contest they can scroll down on the main page or access them through the navigation menu which blends with the address bar. For the older generation is gets as complicated trying to easily find what they need, and sometimes relying on their children for additional support and vice versa.

User Experiences (Personal, Social, Cultural Physical)

The majority of CityKidz participants come from low to medium income families. This means that is more difficult to have access to a stable internet connection and/or access to devices (desktops, tablets, mobiles), they are computer illiterate and/or need assistance due to disabilities, and for newcomers there are language barriers.

Solutions

We want to be able to reach as many users by accomodating as much as possible their needs and wants. We understand that we cannot provide a website that is fully compatible to everyone's needs but we will aim to provide a website that is very close to that goal.

We want to empower CityKidz' audiences to get the content they need with as little assistance as possible, we want them to get such content as easily as they can and when they want it.

Persona 1



Shanaya

9 Years Old

Elementary Student

* Image has been changed
for privacy reasons

Description

Shanaya is a 9 year old who loves to draw and make art and craft projects. She has many friends and has regular art contest with Arya and her brother Shaurya.

Objective

Her friend Ayra told her about the Big Red Bus Online website and she wants to enroll in the programs.

Challenges

Shanaya accessed the website through her iPad. Although she loves how colourful the site is she has found it confusing and hard to navigate.

Questions

- How old do you have to be to enroll with CityKidz (Big Red Bus Online)?

Communication Preferences

- In Person/Home Visits

Persona 2



Description

Jackson loves playing on his PlayStation 4 and streaming YouTube and Netflix. Recently his mother has expressed to him that his little sister has enrolled with CityKidz and that there will be contest results he should show his sister.

Objective

To navigate the Big Red Bus Online website and find the contest results to show to his little sister.

Challenges

Jackson had difficulty finding contests results while browsing on his mobile.

Questions

- Where is the menu bar?
- How do you enter contests and submit entries other than in person?

Communication Preferences

- Emails
- Text Messages

Persona 3



Description

Craig recently retired, spending most of his days with his young grandchildren. He supports them in all their endeavors. Three of which have recently enrolled with CityKidz.

Objective

Craig is very curious to see what his grandchildren have been up to lately.

Challenges

Craig wears glasses and finds it very difficult to read a book, newspaper, or a computer screen. He also has limited knowledge on how to operate computers and internet.

Questions

- How can I make Donation to citykidz to help my grandkids out?
- I am stuck on the home page, where can I find a full menu?
- Is there a way I can contact CityKidz about the Birthday wish list?

Communication Preferences

- In Person/Home Visits
- Phone calls

Goal and Task-Based Scenarios: Persona 1



Objective

Shayana wants to check out the programs and see if she can find something that she wants to be enrolled in.

Steps

1. User navigates to the navigation bar.
2. User clicked on "Contests".
3. User is redirected to the "Contests" page.
4. User scrolls down and up but cannot find a content to enter.
5. Session ends as objective failed.

Goal and Task-Based Scenarios: Persona 2



Objective

Jackson's sister recently enrolled with Citykidz and needs help from her brother, Jackson, to help her enter a contest on BigRedBus.ca.

Steps

1. From the homepage, user navigates to top of the screen.
2. User click on the Hamburger menu and scrolls to "Contests".
3. User is redirected to the "Contests" page.
4. User click on "Click Here" under Image Banner.
5. User scrolls down half way down the page and selects button image "Click here to enter".
6. User enters personal information such as name, age, and route number.
7. User clicks "Submit"

Goal and Task-Based Scenarios: Persona 3



Objective

Craig would like to send a message from BigRedBus.ca inquiring about sending donations to help other children like his grandchildren.

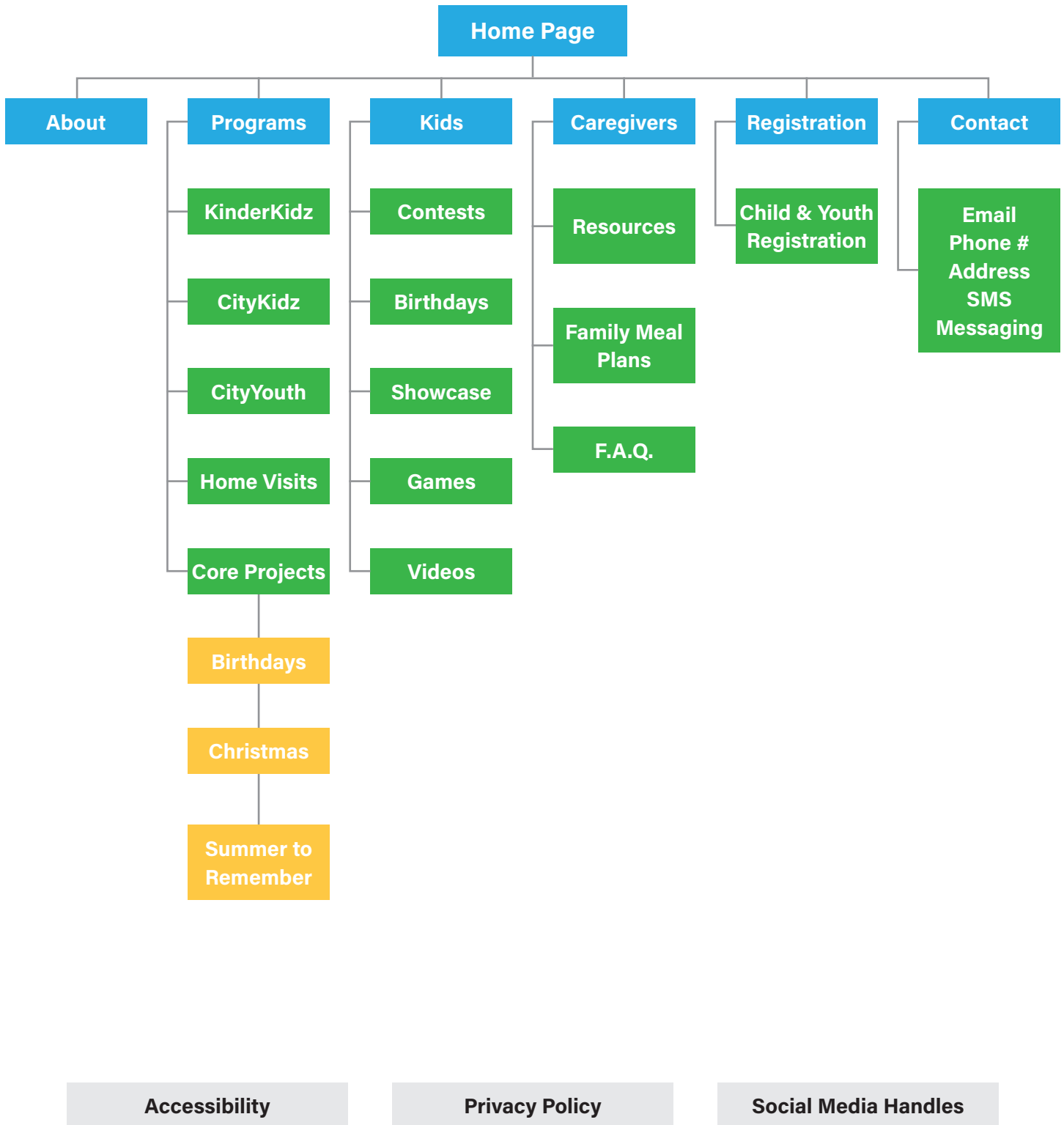
Steps

1. From the homepage, user navigates to top of the screen after having great difficulty finding the menu bar.
2. User click on the hyperlink "Share with CityKidz".
3. User is redirected to the "Share with CityKidz" page.
4. User scrolls down about a third down the page to find a contact form.
6. User enters personal information such as name and enters question under "Your Question or Idea" text box, then proceeds to enter personal email under "Your Email".
7. User clicks "Submit"

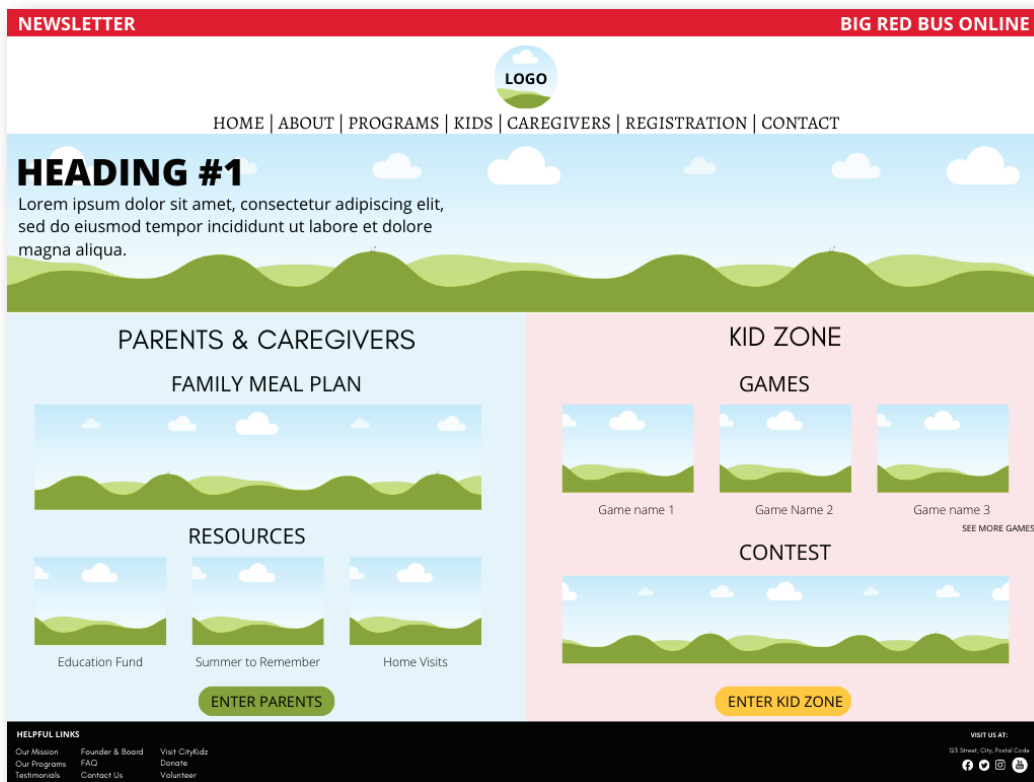
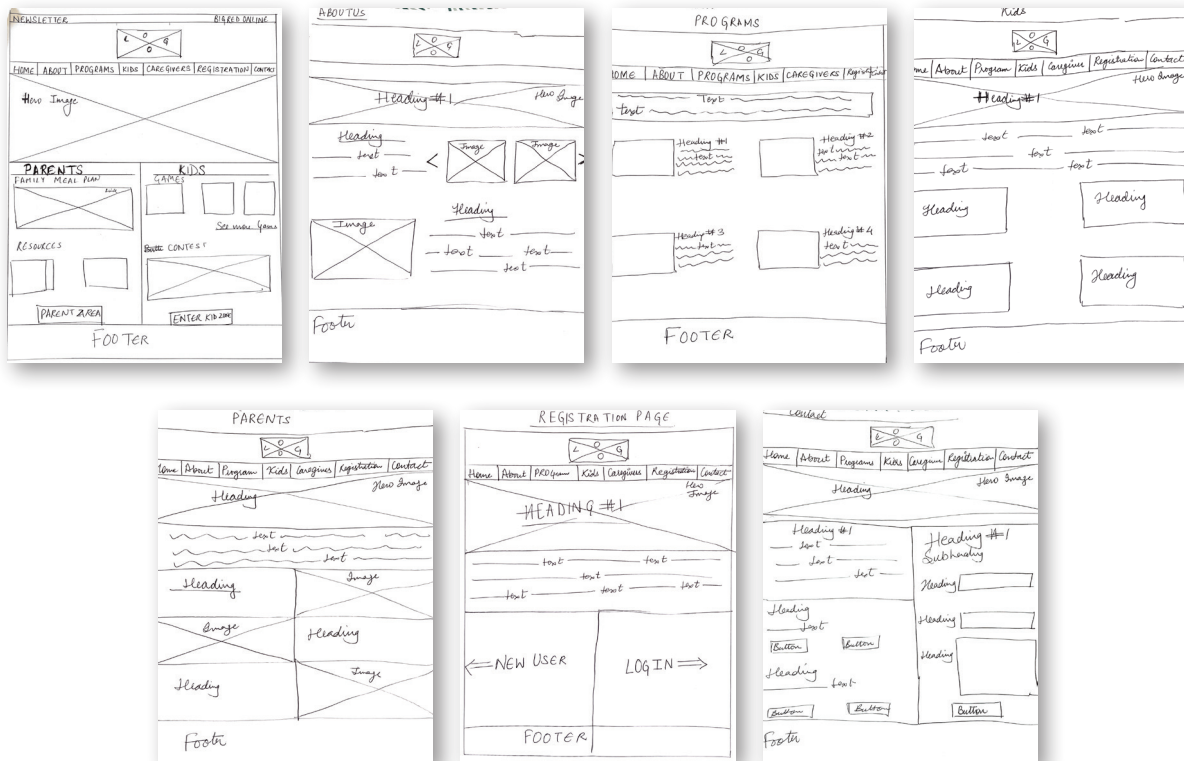
Comments:

- Navigation bar blends with the searching bar and therefore user had difficulty finding it.
- There is no button to redirect to the organization's page to make a donation from the Big Red Bus Online website.

Information Architecture Model



Sketches and Wireframes



*All wireframes have been created, but for brevity purposes they have not been included in this proposal. All wireframes will be sent to the client separately.

Project Scope

Big Red Bus is part of a faith-based organization called CityKidz. As an online platform, the Big Red Bus Online website provides a place for children, youth and caregivers.

At CSS Media, our focus is to provide Big Red Bus Online with a platform that aligns with the branding and communication strategy provided by CityKidz but also that provides kids and their parents with an interactive experience.

What's being delivered

- The objective of the website redesign is to align the branding and web presence of Big Red Bus Online with CityKidz.
- The primary goal of the redesign is to create a web presence by adding interactive elements to the website making it a safe and happy space for kids and their caregivers. This increases engagement and interactions with users.
- CSS Media will provide website discovery, web presence redesign, comprehensive user experience (UX & UI) and full-fledged development of the Big Red Bus Online website.
- CSS Media will work with CityKidz to better the functionality of the website:
 - Registration: Ability to enroll the kids in the various programs.
 - Social Content: Adding branded content in form of videos, photos, social media integration and more.

Deliverables of Big Red Bus Design

▪ Design Directions:

CSS Media will work to create the website redesign through the requirements provided by the client. The draft design directions will be provided to the client for feedback. After receiving the appropriate feedback, the focus of CSS Media will be on finishing the revision and providing the client with an updated draft for approval.

▪ Draft Website:

Based on the design directions, CSS Media will create prototypes of the website's important web pages. Once approved by the client, we will move onto the development phase. Throughout the development and design process of the website, the "lorem ipsum" placeholder content will be used. The images, logo and other media are to be used from the content inventory provided by the client.

Up to 3 revisions are provided

What's not being delivered

CSS Media will not be responsible for delivering the following:

- Liabilities for third parties and service partners
- Licensing and hardware costs
- Photography, music, video production and talent costs
- Hosting, font & service fees
- Detailed Digital Style Guide or UI kit
- Photo asset production and image post-production services (touch-up, colour correction, etc.)
- Product/lifestyle imagery production design

Assumptions to clarify the deliverables

- The feedback by the client needs to be provided in the written form to the point person between Big Red Bus Online and our representative Circe from CSS Media.
- The client will need to ensure that all the necessary stakeholders provided the feedback to avoid unnecessary revisions and confusion.
- Once the research and analysis are finished, CSS Media will evaluate the KPIs and objectives listed in the "Deliverables" section. This step is done to ensure that all the requirements provided by the client are met.
- A detailed timeline with defined milestones are added in their own section.
- A detailed timeline will be published upon signature to this work order.
- CSS Media retains the right to reproduce, publish and display project details in its portfolios and/or exhibit it for recognition of creative excellence.
- CSS Media will build the site according to the WGAC 2.0 Level A accessibility guidelines. We will work alongside the client to ensure that any issues are resolved within the approved timeline.



Pages Description

Home

The navigation menu will contain fewer and updated menu items. We propose to add a Hero Image that will be updated regularly (monthly or seasonally) to promote current events, programs or any other relevant information. For the rest of the page we are recommending implementing a split screen. One side will be targeted towards children and youth, while the other side for caregivers and/or parents.

About

This page will tell how Big Red Bus Online came to be during the Pandemic of 2020 and how it touched the lives of children during a very difficult time. A small photo and video gallery will accompany this page to showcase what this online platform is all about.

Programs

This page will include short descriptions of the main programs like CityKidz, KinderKidz, and CityYouth, as well as their Core Projects like the Gift of Christmas, Summer to Remember and Operation Birthday Child. This page will al

Kids

This page will have content geared to children. Contests are a way for CityKidz to engage their children with their content. This page will have the latest contests, prizes to be won, and winners. The second portion of this page will have birthdays. Birthdays are huge deal at CityKidz! This part will include a wishlist form and a happy birthday for the current month that is been celebrated.

Caregivers

This page will have content geared to caregivers and parents that have children and/or youth who are registered with CityKidz or are looking to get them enrolled. We are proposing dividing this page into three section, first would be "Resources", the "Family Meal Plan" and "Caregiver Specific FAQs.

Registration

One of CityKidz' must have is to implement a registration section for new participants. This page will allow parents or caregivers to register their children or youth to be part of CityKidz. The page will mostly contain a registration form requesting information about child/youth, caregiver information, emergency information and more.

Contact

We propose the Contact page to be similar to the organizations' corporate website. This page will have contact information for caregivers to register a child/youth over the phone or by email, and a button to redirect users who wish to donate, volunteer or simply know more about CityKidz.

Website Requirements and Timelines

As participants and their caregivers have greater access to the online world, CityKidz wants to take this opportunity to promote the Big Red Bus Online presence.

CityKidz wants their participants and their families to be able to access information, receive news, and interact with them. Currently the Big Red Bus Online does not speak to their audience and CSS Media wants to change that.

Big Red Bus Online should be:

Child Friendly: safe, accessible and provide appropriate content for their wide audience

Accessible: clear content that is universal, navigation that is easy for both young and older generations

Informative: for parents, caregivers, children and youth to get relevant and timely information they need about programming, events and more

Entertaining: a site for children that they can explore content that is fun, engaging, and interactive

Content: content that is consistent with other programming at CityKidz, that is appropriate and age related

Dialogue: a place for children and caregivers they have dialogue and interact with CityKidz

Resource/Registration: dreaming big, CityKidz would love to have a parent/caregiver resource page as well as a secure area that could allow for online registration for their programs

| Timeline | Milestones | Explanation |
|-----------------------------|------------|--|
| Strategy and Planning | 6 weeks | <ul style="list-style-type: none">▪ Research▪ Strategy Sessions▪ Project Proposal Document▪ Information Architecture Plan▪ Wireframes & Low Fidelity Mock-up creation |
| Design | 2 weeks | <ul style="list-style-type: none">▪ High Fidelity Mock-up creation to be sent to client for feedback▪ Mock-ups will include designs for all pages▪ Desktop, tablet and mobile views to be included |
| Development and Programming | 1 week | <ul style="list-style-type: none">▪ Development stage will begin once Mock-Ups are approved by client▪ Working elements of the website are included and focus is on high end quality website |



Roles and Responsibilities

At CSS Web Media, we believe that in order to achieve success, maintain a good reputation and strong relationships with our clients, we need to follow through with our responsibilities.

Designer responsibilities

As a designers, our responsibility is to ensure that all milestones are communicated with are client as soon as they are met. Our team will be in constant communication with teh client. All client business details are always to be kept confidential and will only be shared with the team allowed. The end product belong to the client Big Red Bus.

Client responsibilities

It is crucial that client timely gives all the information regarding the business along with any previous web design product such as logo, brand colors, brand story, voice, typography and more.

Billing

As this project is pro bono, CSS Web Media will not require payment of any kind. However, we will use this project for advertising and portfolio purposes only.

Expenses

CityKidz is responsible for any additional content not provided or cover under this proposal. Such content includes stock photography, artwork, videos, audio or any other material needed to complete the project.

Modifications

You have the right to modify, reject, and/or provide feedback and suggestions. However, in order to provide a final project on time, we will only be able to allow up to three rounds of changes.

Ownership

CSS Web media will retains ownership of all original artwork, and CityKidz will have ownership of all final artwork. The final project will be used for advertising and portfolio purposes only.



Citations

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