

MNSA Panel 61 Website Redesign

October 2, 2021

My Background

Building, learning about and managing websites and digital projects since 1997.



Why Now

- Current MNSA site is out of date
 - Content
 - Functionality
- Current site requires HTML code knowledge to make updates
- We have 2 sites with some overlapping and some conflicting information

Goals for the New MNSA Website

FUNCTIONAL

UP TO DATE

EASY TO MAINTAIN

Goals for the New MNSA Website

FUNCTIONAL

Works on computers, tablets
and phones

Easy to find meeting and
events

For newcomers and existing
members

Secure, honors anonymity

UP TO DATE

Meeting information

Events calendar and
information

EASY TO MAINTAIN

Does not require a developer
to make content updates

Process for Creating a Website

Determine
What's Needed

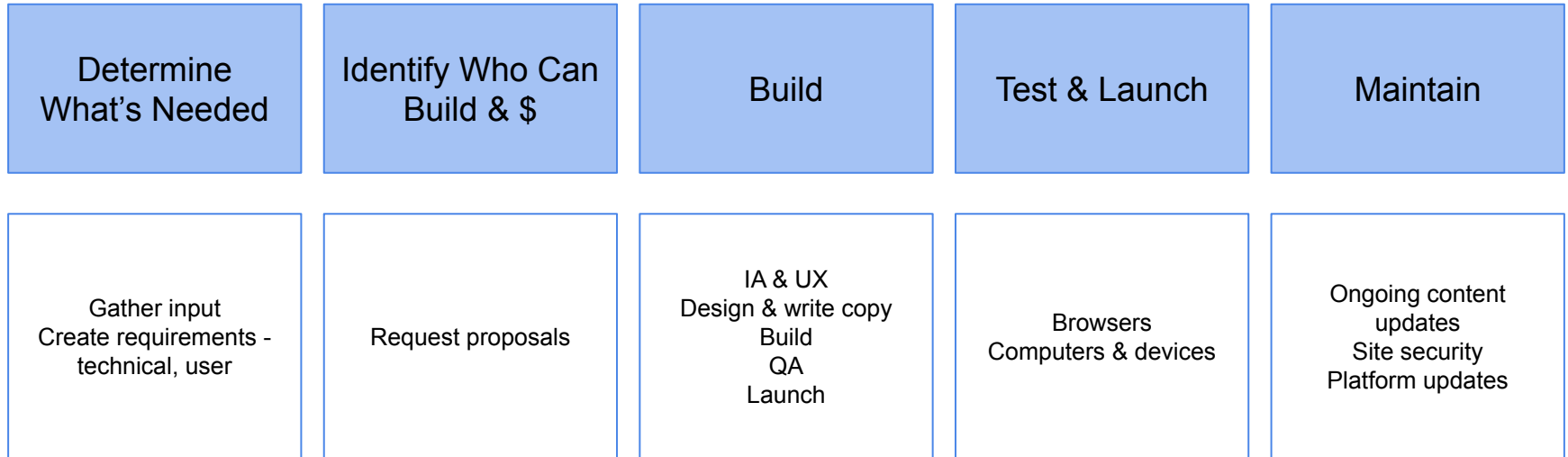
Identify Who Can
Build & \$

Build

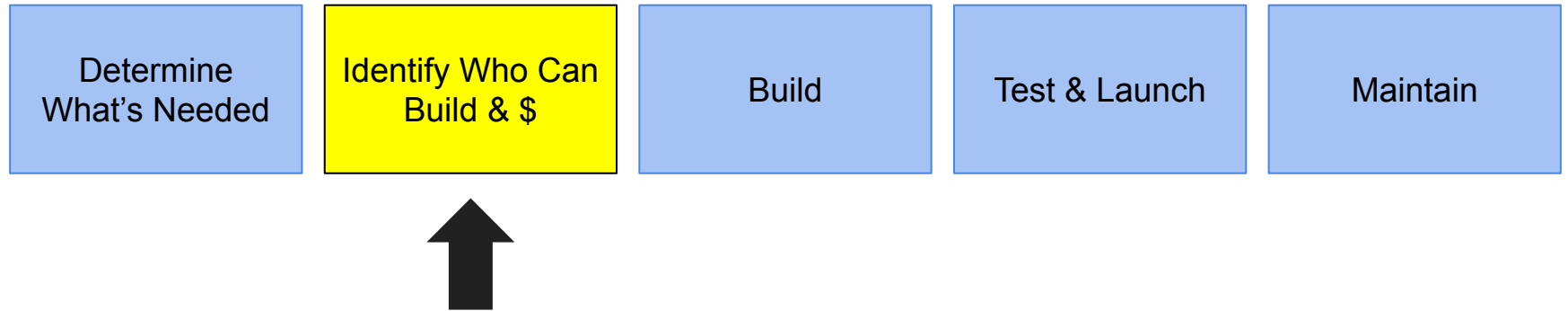
Test & Launch

Maintain

Process for Creating a Website



Process for Creating a Website



How much?

As much as

\$69,300

Are you still with me?

Estimates

Natalia Berglund

\$13,000 - \$15,600

Fjorge

\$24,300 - \$30,375

PixelSmith & This is Folly

\$64,400 - \$69,300

Goals for the New MNSA Website

FUNCTIONAL

UP TO DATE

EASY TO MAINTAIN

The Details

Overview

Minnesota South Area (MNSA) is part of the Al-Anon/Alateen international non-profit organization for friends and family members of alcoholics. Our website is an essential resource for member information and documents and for newcomers and members looking for meetings and support.

We are in need of a new website that will support our members, newcomers and coordinators (administrators), as well as combine multiple sites into one. A critical part of our new site will be to protect anonymity for all site users.

Vision for New Site

The new MNSA site will be a modern safe destination for friends and family members of alcoholics in need of support, with easy access to meeting information and an easy pathway for members seeking resources for personal support or to be of service to the Al-Anon/Alateen community.

The site will be launched and ready to unveil in 2022.

Requirements

- Responsive for desktop, tablet and mobile users
- Secure hosting and platform for site + secure plug-ins and 3rd party apps
 - Https
 - Encrypted access to CMS for admin and any user logins
- Modern content management platform for updating site content and meeting information, including support for multiple logins
- Secure form for submitting an application for Alateen
- Secure form for submitting Alateen recertification - this could be a login
- Searchable calendar of events for members
 - Sort and filter results by group name, event type, district, month, year, etc.
 - Multiple views - traditional traditional layout by month, list format
- Searchable calendar for meetings
 - Sort and filter results by meeting type, day of week, time of day, virtual or in-person, city, district
 - Search by keyword with predictive results
 - Multiple views - traditional by month, by week, list format
- Interactive map based on [this map](#) tied to meeting calendar
 - Map districts change from time to time, so let's discuss what's possible with maintaining this
- Sitewide announcement banner and pop-up
- Hooked up to Google Analytics for site analytics
- Asset and page URL redirects for transitioning to new site
- Google My Business account
- Ready to hook up to Google Ads for digital marketing
- Ready to hook up to Facebook for digital marketing
- Minimal maintenance plan to keep the CMS platform and plug-ins up to date

Requirements

- Global, utility and footer navigation
 - Global nav will have a primary, secondary and tertiary navigation
 - Home
 - About
 - FAQs
 - Meetings
 - For Members
 - Newsletters
 - Resources
 - MNSA Map
 - Alateen
 - Secure form: Alateen recertification
 - Events Calendar
 - Shop
 - St. Paul
 - Minneapolis
 - Utility Nav
 - Contact Us
 - Contributions
 - Footer
 - FAQs
 - Privacy
 - Worldwide AI-Anon

Wish List

- Migration of existing meeting information into new site
- Support unique logins for approved users to manage meeting updates
- Secure community platform such as groups.io for permissions-based access, messaging, file sharing and calendar management
 - Support 100s of unique user accounts
 - Support messages for user groups, defined by admin
 - Support file sharing between approved users
 - Support calendar management for admins and approved delegates
 - Protect user information with self-selected usernames
 - The ability for admin to remove inappropriate content, block and delete users
 - Integrate with Zoom for meetings - there are multiple zoom accounts within the area so this would need to be discussed
- Secure online store
 - May need two separate stores for transactions and payment processing

Proposals

Natalia Berglund/Zubasti Interactive

- Artist and freelance digital designer
- Based in Minneapolis, MN and Malibu, CA
 - Developer is based in Belarus
- Works with advertising agencies and organizations
- Provides design and development services
- <https://www.zubasti.com/>

Fjorge Digital

- Development company, since 2004
- Based in Minneapolis, MN
- Works with advertising agencies
- Provides development services, closely partnering with design and UX process
- <https://fjorgedigital.com/>

PixelSmith + This is Folly

- Design and development partners
- Based in Minneapolis, MN
- Partner to provide end-to-end website services
 - <https://pixelsmith.co/>
 - <https://thisisfolly.com/>

Estimates

	Natalia Berglund	Fjorge	PixelSmith & This is Folly
Wireframes (Content defined for each page)	*	*	X
Copy	*	*	X
Design	*	*	X
Wordpress Development for Content Management	X	X	X
Interactive Map	X	X	X
Online Store		X	X
Search Engine Optimization (Google Analytics Setup, Redirects)	X	X	X
Content Entry	*	*	*
Estimated Fees	\$13,000 - \$15,600	\$24,300 - \$30,375	\$64,400 - \$69,300
Annual Fees & Maintenance (Hosting and Plug-ins start year 1; dev estimate starts year 2)	Hosting: \$250/year Plug-ins: \$500/year Dev: \$1,300/year	Hosting, plug-ins, maintenance: \$7,548/year	TBD

*MNSA Web Coordinator or other resource

Next Steps

Task force review of proposals and recommendations

Questions and answers

Create a plan to move forward

Respond to proposals with next steps