

MNSA Panel 61 Website Redesign

Updated October 2022

Overview

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 at the October Fall Assembly.

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
 - Delegate's Report
 - 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

Jason Piemeisl

- Freelance developer
- Based in Minneapolis
- Works with advertising agencies and organizations
- Provides development services

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	*	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	\$16,500 - \$19,000	\$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

Estimates

	Jason Piemeisl	Natalia Berglund	Fjorge	PixelSmith & This is Folly
Wireframes (Content defined for each page)	*	*	*	X
Copy	*	*	*	X
Design	*	X	*	X
Wordpress Development for Content Management	X	X	X	X
Interactive Map	X	X	X	X
Online Store			X	X
Search Engine Optimization (Google Analytics Setup, Redirects)	X	X	X	X
Content Entry	*	*	*	*
Estimated Fees	\$6,500	\$16,500 - \$19,000	\$24,300 - \$30,375	\$64,400 - \$69,300
Annual Fees & Maintenance (Hosting and Plug-ins start year 1; dev estimate starts year 2)	Hosting: \$720/year Plug-ins: \$200/year Dev: \$75/hour	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

Estimates

	Jason Piemeisl
Wireframes (Content defined for each page)	*
Copy	*
Design	*
Wordpress Development for Content Management	X
Interactive Map	X
Online Store	
Search Engine Optimization (Google Analytics Setup, Redirects)	X
Content Entry	*
Estimated Fees	\$6,500
Annual Fees & Maintenance (Hosting and Plug-ins start year 1; dev estimate starts year 2)	Hosting: \$720/year Plug-ins: \$200/year Dev: \$75/hour

Out of Scope

- Event Registration & Secure Payment
- eCommerce Store Functionality
- Website Discussion Group Platform
- Zoom Integration for Meetings

Each item can be added separately in the future.

Integrating each item into the MNSA website will ensure a seamless user experience.

Estimates can be provided once we determine desired user experience, features and functionality.

*MNSA Web Coordinator or other resource

Recommendation & Next Steps

Recommendation

I recommend that we review Jason's proposal. Without design, the site will be more basic, however it will provide a huge upgrade.

If we roll out a more streamlined process for meeting updates (centralized through the WSO site), this could positively impact the proposed estimate.

Next Steps

Task force review of proposals and recommendations

Confirm scope - features and functionality

Questions and answers

Create a plan to move forward

Respond to proposals with next steps