JANOON
– INC –
MBE certified

Town of Amherst Industrial Development Agency

Website Redesign

Vendor Name: **Janoon Inc.**

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Cover Letter

Janoon Inc. and Techmoxy are esteemed IT consulting firms, each boasting over 25 years of experience in providing web design services. Recognizing the potential for synergy between our respective expertise, we have joined forces on numerous successful projects, and we are excited to extend our partnership to offer maximum value to the Town of Amherst Industrial Development Agency (AIDA). Having redesigned numerous websites to meet AIDA's specific needs, including recent projects for the New York City Chamber of Commerce and the Southern Ohio Chamber Alliance (SOCA), we are well-equipped to tackle AIDA's requirements. Our combined team brings a wealth of experience in design, development, project management, and 24/7 support, ensuring AIDA's website is completed to the highest standards. With a proud track record of satisfied clients, including government entities like the Metropolitan Transit Authority (MTA), NYC Health + Hospitals, Nassau County, and the City of Tacoma, Washington State, we are confident in our ability to deliver exceptional results.

Our design philosophy revolves around understanding the unique business sector and the specific requirements of our clients within that space. We tailor our solutions and design delivery models to meet the individual needs of each client. Our management team collaborates closely with clients to envision hypothetical use cases, allowing us to create a website that effectively engages visitors and fulfills project goals. We prioritize simplicity in our approach, simplifying technology and eliminating technical jargon to ensure clarity for all members of the client's team. Clients often commend us for our straightforward communication and find working with us to be clearer and simpler compared to other designers.

Danish Adnan, CEO

Danish Adnan

03/14/2024

A. Project Goals and Objectives

We here at Janoon Inc. can assist AIDA by collaborating closely with the Town of Amherst on strategic planning and comprehensive economic development initiatives, to aid in the formulation of marketing strategies aligned with the recommendations outlined in the Strategic Economic Development Plan endorsed by the Amherst Town Board in 2023. We will provide a website platform to assist the town to achieve its goals.

Janoon Inc. can achieve the primary objective of this project to develop an Economic Development website serving as the front page for both AIDA and its affiliated entity, Amherst Economic Development (AED), under the URL www.AmherstLeads.com. While the existing websites for each entity (www.AmherstIDA.com and AED's page on www.Amherst.NY.US) will likely remain to fulfill regulatory functions, the focus is on creating a premier website with an innovative design. This website will be visually appealing, easily navigable, and capable of compiling information in report format.

User-friendliness is paramount in the site redesign, catering primarily to selection consultants, c-level company executives, small business owners, entrepreneurs, and real estate developers seeking information on new business opportunities in Amherst. The website will aim to promote the Town of Amherst to regional, national, and international audiences for new business ventures, relocations, and industry expansions, serving as our primary marketing tool.

The objectives for website development will include utilizing cutting-edge creative technology, presenting an updated, visually compelling, user-friendly online resource, incorporating an attractive mix of text, photos, videos, and graphics, capturing visitor information through a customer relationship management (CRM) program, providing easy electronic access to public information, implementing functionality for reporting and tracking analysis, enabling easy content maintenance by in-house staff, adhering to best SEO practices for enhanced search engine rankings, and ensuring compatibility across all platforms (desktop, tablet, mobile).

B. Project Scope and Services – 1. Features and Functionality

Janoon Inc. stands ready to enhance AIDA's website by introducing a myriad of innovative features and functionalities. Leveraging our expertise in web development, our team will meticulously analyze the existing platform to identify areas for improvement. Whether it be streamlining user interfaces for increased accessibility, implementing cutting-edge design elements to elevate visual appeal, or integrating advanced functionalities to enhance user experience, Janoon Inc. is committed to tailoring solutions that align with AIDA's specific needs and goals. Our collaborative approach ensures that each added feature is not only technically robust but also aligned with AIDA's overall mission and objectives, contributing to a website that is dynamic, engaging, and technologically advanced.

DESIGN: In collaboration with Janoon Inc, our Economic Development team and the selected firm will synergize efforts in shaping site designs. The fusion of our branding elements into the website will be a central focus, ensuring a cohesive representation.

PHOTOGRAPHY: Utilizing a range of existing photos for the website, we welcome innovative techniques and additional images to enhance visual appeal. We can assist with imaging sizing, pixel formatting and adding photography locations to your website.

EDITORIAL: While our team will assist on implementing editorial content provided by AIDA, we anticipate professional guidance adhering to web readability and search engine optimization best practices. Maximizing meta tags, including keywords, page titles, and descriptions, is essential for optimal search engine placement. Integrating alternative text for images will further bolster your search engine positioning.

SITES AND BUILDINGS: The incorporation of GIS and mapping tools will be provided to comprehensive overview of all sites and building information across the region.

CONTENT MANAGEMENT: Janoon Inc. pledges to deliver a user-friendly interface for content management, ensuring real-time updates to the site. Our firm's commitment lies in providing a web-based content management system that facilitates seamless editing and updating.

RECOMMEND ADDITIONAL FEATURES: I highly recommend Janoon Inc. as your web production partner, as they excel in seamlessly integrating essential functionalities such as DocuSign, Payment Gateway, building custom calculator for sales, creating membership directory, job posting portals, business growth advancement portal, and touch many more custom software areas. Janoon Inc.'s expertise extends beyond basic features, offering a comprehensive approach that includes the incorporation of dynamic multimedia elements. Their proficiency in adding videos, blogs, and articles will undoubtedly enrich your online presence, fostering engagement and conveying information effectively. With a proven track record of successful integrations and a commitment to innovation, Janoon Inc. is well-equipped to elevate your website's functionality, ensuring it not only meets but exceeds your expectations.

Janoon Inc. proudly stands as a certified minority-based enterprise, holding accreditation from both the City of New York (NYC) and the State of New York (NYS). This certification underscores Janoon Inc.'s commitment to diversity and inclusion, showcasing its dedication to providing equal opportunities in the business landscape. Additionally, the company boasts over 8 certifications from the federal government, further exemplifying its credibility and recognition at a national level.

With a proven track record of successful projects, Janoon Inc. has demonstrated its prowess in website development. Notably, the company has developed similar websites for both the Greater Chamber of Commerce and the SOCA with an emphasis on integration, graphics, videos, content management, documentation, and staff training. AIDA's requirements are like our recent projects that we have accomplished. Below are the most proponent projects we have established which are like AIDA's requirements.

SOCA: We are proud to announce the successful development of a new website for SOCA, seamlessly migrating from their previous platform. Our comprehensive approach involved the integration of engaging graphics, videos, and a dynamic dashboard application, ensuring an immersive user experience. Additionally, we implemented robust ongoing content management systems to facilitate seamless updates and modifications. Through meticulous optimization of photos and data, we have enhanced the website's performance and accessibility. This project underscores our commitment to delivering tailored solutions that align with our clients' needs, empowering AIDA to effectively showcase their mission and engage their audience in a meaningful way. This is like the AIDA's requirements, and we are confident that we can complete it on time.

Matt Appenzeller, CEO
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NYC Chamber of Commerce: We meticulously crafted a brand-new website from the ground up, seamlessly migrating old data, graphics, videos, links, news, and events. The website serves as a comprehensive resource hub, offering information on upcoming events, member benefits, networking opportunities, and invaluable resources for small businesses. Additionally, it features a member directory and highlights the Chamber's advocacy efforts aimed at bolstering the local business community. In essence, our website acts as a central platform for businesses and individuals keen on fostering economic growth within New York City. This closely aligns with the services sought by AIDA for the redesign of their website. For further inquiries, please refer to the contact information provided on the subsequent page.

Helana Natt, Director
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Janoon Inc.: We have successfully constructed a static website, showcasing our proficiency in delivering tailored solutions to meet our clients' specific requirements. With meticulous attention to detail and a focus on user experience, we have developed a website that effectively communicates its mission and

objectives to its audience. While most of the website remains static to maintain consistency and reliability, we have strategically designed a portion of the website to also be static, ensuring stability and ease of maintenance for the team. This approach allows Janoon Inc. to present essential information consistently while still offering flexibility for updates and modifications as needed. With Janoon Inc.'s expertise, AIDA can confidently engage its audience with a professional and dynamic online presence.

Danish Adnan, CEO
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B. Project Scope and Services – 3. Project Team

We have a great experienced dedicated team who will be developing, managing, and supporting the entire project for AIDA. Our combination of skillset brings more than 50 years of experience in technology along with industry standard certifications. All our software solution projects are hosted on brand new cloud technology. Our team is experience in dealing with the end client customers and communication with them about the status of the project. A detailed description is given in the Qualification section as requested.

Danish Adnan: President, and CEO of Janoon Inc., brings over 15 years of extensive experience in IT and project management. With a proven track record, he has overseen numerous enterprise-level projects for prestigious clients such as MTA, NYC Health + Hospital, Nassau County, City of Tacoma, Healthfirst, New York Life, SOCA, and the NYC Greater Chamber of Commerce. In the AIDA's project, Danish will serve as the primary point of contact, ensuring seamless communication and project success.

Shoeb Mehboob Ahmed: Our Technical Lead and software infrastructure architect, boasts over 15 years of technical expertise. Having been a pivotal member of our team for over a decade, Shoeb will spearhead technical aspects of the SOCA project. With a comprehensive understanding of the web design/software project life cycle.

Swaran Singh: Over 10 years of experience in website and user interface design, including 7 years with our team, brings a wealth of creativity and expertise to the table. Swaran has successfully designed numerous projects for our clients. His proficiency in crafting interactive, user-friendly interfaces makes him the ideal lead designer for the AIDA's project.

Krishna Kumar Singh, Ayaz Shiek, and Faizan Sayed: The UI development experts, boast a successful track record in multiple web development projects. Experience in Angular JS and with over 7 years of experience in web technologies, including HTML5, CSS3/SCSS, and Bootstrap, they bring invaluable expertise to the development efforts for the AIDA's project.

Our Technical Support Team comprises a group of technical experts dedicated to providing round-the-clock support for the production environment. With their analytical skills and problem-solving abilities, they ensure the swift resolution of technical application issues, guaranteeing the smooth functioning of the AIDA project.

C. Cost & Budget

Below is the description of fixed cost to AIDA by Janoon Inc. Included in are additional perks we are adding without any cost. We will charge invoice on monthly basis upon signing the contract until we reach the total cost.

Website

Phase	Description	Price (USD)
Phase I	Selection of Design	$6,000.00
Phase II	Development of website	$12,000.00
Phase III	In detailed Testing	$5,000.00
Phase IV	Promoting to Production	$4,000.00
Additional Perks	First three-month technical support 24X7, Multi-factor Authentication (MFA) set up for admin, cloud hosting set up, and users training	$0.00
Total Cost		**$27,000.00**

Hosting Cost: This will be associated directly with the hosting vendor to AIDA. We will assist you with hosting setup. We estimate that it would cost anywhere about $50 or less a month.

Support Cost Plan: After first three months of support is finished, you can select either option below for support. You can switch the plan anytime you want.

Phase	Description	Price (USD)
24X7 Support	Continuous monitoring of server and website Monthly Application Patches Migration of new releases of software Integration support with website Minor backend development on the application will be included in support	$2,000.00 a month
OR		
Per call support Per Hour	You may call or email us anytime. This will be an hourly charge support per incident.	$350.00 per hour per call

D. Schedule

Janoon Inc. is committed to orchestrating a comprehensive approach encompassing the planning, development, and proofing stages to deliver a stellar website. Our proposal will intricately outline a well-structured timeline, estimating the project's completion within a defined framework. Recognizing the dynamic nature of community events and potential issues, we emphasize the necessity for flexibility in both effort and resource allocation. Janoon Inc. stands prepared to swiftly respond to any emergent community needs or events, ensuring seamless integration of updates and adjustments throughout the project lifecycle.

Timeline: For completion of the project, it will take anywhere between eighteen to twenty-two weeks. The detailed breakdown is mentioned below with phases section. Once it is in production, we will provide first three months of production support free of cost with 24X7 availability.

Technical and Management Approach: Janoon Inc. will custom develop the website open source (Java) technology. Utilizing Java will ease integration process as well and it will be easy to maintain. Our technical approach to develop a dashboard application and website redesign will be broken into four different phases. Below are the details of the phases and approval process.

- ➢ **Project Management Process:** We follow a structured project management approach which involves five phases: Design, Development, Testing, Production, Support. These phases are closely aligned with our technical phases, and each phase brings us closer to project completion. Communication with stakeholders is a critical aspect throughout all phases, as it helps to keep the project on track and achieve the desired deliverables. Our Project Manager and Scrum Master will be heavily involved in each phase. We will meet on weekly basis starting the project and then eventually move to one meeting in two weeks.
- ➢ **Design Phase:** We will select and finalize the design of the website. It will take about four weeks to complete this phase. Upon a signoff approval from AIDA, we will proceed to the development stage.
- ➢ **Development Phase:** We will start backend and frontend development with content provided by AIDA such as text, graphics, videos, etc. This phase will take approximately twelve weeks to complete.
- ➢ **Testing Phase:** The testing will be on going starting from development phase. We will provide additional one month testing after the development has been fully completed. This phase will take approximately about 4 weeks.
- ➢ **Production Phase:** Finally, upon receiving a sign off from the entire test, we will procced to production where the AIDA will be able to access the website. Our team of support will be available to assist with any technical issues.
- ➢ **Support Phase:** We will provide three months free support to resolve any major/minor issues on the website after we promote the website to production.