



+



Website Redesign Proposal

CONTENTS

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AGENCY OVERVIEW

CAYENNE CAPABILITIES

WHO WE ARE

25+ People
20+ Years

AREAS OF FOCUS:

- Financial
- Education
- Healthcare
- Manufacturing
- Hospitality
- Tourism
- Recruitment
- Workforce Development

WHAT WE DO

STRATEGY

- Brand Strategy and Positioning
- Audience Research and Personas
- Marketing Strategy
- Integrated Media Strategy
- Content Strategy

CREATIVE

- Brand Storytelling
- Advertising
- Internal Communications
- Content Creation
- Copywriting
- Layout and Graphic Design
- Photo/Video Production

WEB/INTERACTIVE

- Digital Strategy
- UI/UX Site Design
- SEO
- Development
- Hosting & Maintenance
- Quality Assurance

MEDIA IMPLEMENTATION

- Digital, Social & Traditional
- Data Analysis and Campaign Optimization
- Inbound Marketing/Lead Generation

WHY CAYENNE?

IN 3 WORDS:

Collaboration; Curiosity; Clarity

IN MORE WORDS...

COLLABORATION

We are pretty smart people. But we are even better listeners. We never try to project ourselves as the smartest people in the room. We like to share what we know and learn what we don't.

CURIOSITY

We ask a lot of questions. We come to the table with experience but not preconceived notions.

We love learning. We love learning about your business – beyond the direct task or scope of work presented. We love learning about audiences – what they think and feel and why you matter to them. We love learning about you – your personal and professional goals – and any barriers to those.

While we may not need to know all of this to fulfill a singular scope of work, we want to, because it's curiosity that fuels us and makes us an extension of your team.

CLARITY

Before presenting a solution, we first clarify the problem. What does success look like? How will we measure it? We have the technology – and the courage – to hold ourselves accountable for hitting the mark.

CAYENNE EXPERIENCE

REFERENCES

Christina Frantom
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Jefferson State Community College
205-983-5306
dbobo@jeffersonstate.edu



APPROACH & METHODOLOGY

OUR PROCESS

For website design and development, Cayenne uses a collaborative, four-phase method (Learn, Plan, Execute and Measure) to navigate the journey from project kickoff to site launch and beyond, minimizing surprises and maximizing clarity among the decision makers.

In our approach, we spend the first two phases (Learn and Plan) laying the groundwork for the site. The Learn phase focuses on a project **Discovery Session** to expand on the client’s stated objectives to fully flesh out both initial site goals and longer-term objectives. Informed by a summary **Web Brief** (following Discovery), the Plan stage is where we begin to lay out the structure of the website with **Architecture** and **Wireframe** deliverables. This is also the stage at which we do a **Content Assessment**, investigate **API Integrations**, and any external dependencies. Following scope & cost approval, the Execution efforts follow, including the **Design** and **Development** of the website, inputting and/or migrating content, and incorporating integrations. A defined **Quality Assurance** phase precedes the site launch. Following site launch, our involvement would continue with site admin training, **Hosting** support, and requested **Maintenance**, as well as optional **Analytics** and **SEO** enhancements and reporting.



OTHER AVAILABLE SERVICES

- | | |
|--------------------------|------------------------|
| UI/UX Audit | Inbound Marketing Plan |
| SEO Audit | Social Media Plan |
| Dev Audit | SEM/Digital Media Plan |
| InBound Audit | Conversion Funnel |
| Accessibility Evaluation | Photo/Video Production |
| ADA Compliance | Blog Content |
| CRM Consult/Set-Up | |

PARTNERSHIP AND COMMUNICATION

Our goal is crystal-clear clarity and no surprises.

To achieve that, we have five practices that we implement:

- 1. Collaborative Discovery Sessions:** Ideally performed with all key decision makers.
- 2. An Easy-To-Access Roadmap:** Documents the entire process, data gathered, decisions made along the way and sign-off at multiple milestones.
- 3. A Comprehensive Web Brief:** Delivered at the end of the planning phase, this clearly states the SOW prior to build with locked down costs.
- 4. Recurring Status Meetings:** With your Account Manager and all appropriate Cayenne team members.
- 5. A Dedicated Account Manager:** This person's role in the process is three-fold: 1) Be an intentional listener and make sure we are understanding each other at all times; 2) Be a central point-of-contact for any request – site-related or otherwise – and connect your needs to the strategy, creative, or media specialists you need; 3) Be your voice in our team meetings to ensure we stay on the same page.

We only have one expectation of you.

Direct and Frequent Feedback: We believe being candid and honest with someone – especially if you disagree with them – is the highest form of respect. You don't have to sugar coat things with us. Saying it straight gets us to great.

AOD DESIGN COMPS

The following design comps are not intended for final use. These are used as an example of how the site could look once information and architecture from the Learn and Plan Phases are taken into account.





Key Components:

Simplified Navigation - Simplifying the site navigation is a great way to ensure a good User Experience and also direct users through the site funnel in the appropriate manner.

For this navigation, we have moved some of the lesser used elements into a dropdown menu (as seen on the next page) to de-clutter the navigation.

AOD Ribbon - Using the AOD Ribbon to separate sections is a great way to bring in brand elements while also serving as a functional design piece.

Modern UI Elements - By using modern UI elements, the site seems cleaner and more focused to the task at hand, which gives way to larger more engaging photography and other graphic assets.



Key Components:

Dropdown Menu - This shows how a simple dropdown window can help organize a complex site.

The items in the navigation are just for example purposes. The final navigation may vary depending on the information gathered within the Learn & Plan phases.

Key Components:

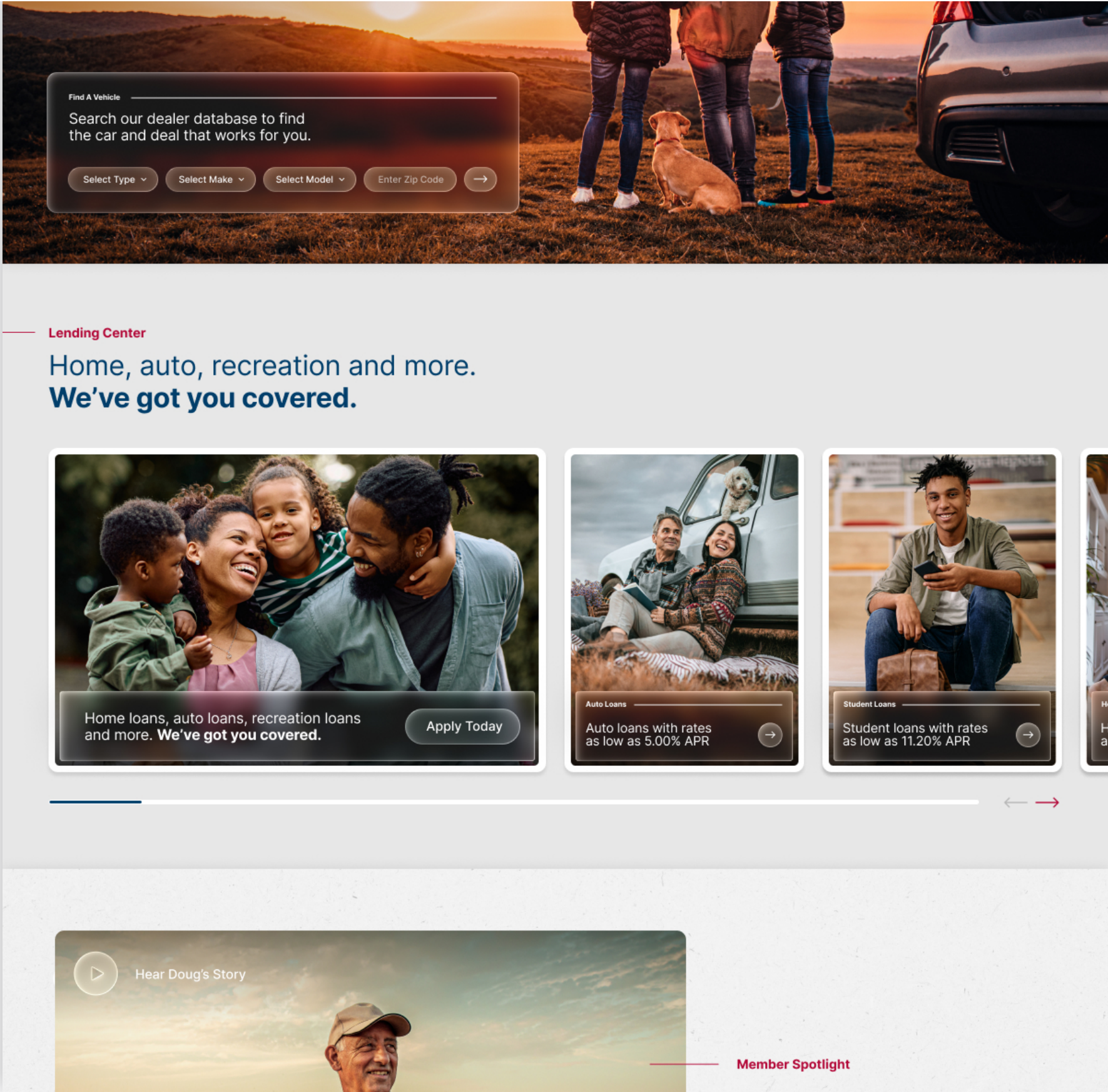
Callout Section - As you scroll down the page, engaging callouts for popular or new products can help break up the sections while calling attention to important items, as shown here with the “Memberships” section.

Search Auto - Utilizing current features of the site, like Search Auto, and modernizing the UI with the rest of the site can give the user a sense of familiarity throughout. We would also recommend showing imagery that tells a story of what you can do with your new car, rather than the car itself being the focus.



Key Components:

Lending Center - AOD offers many types of loans to serve a variety of needs. In this example, we've combined the loan options into a "Lending Center" which would serve as the lending hub for AOD. This will simplify the User Experience as users are in search for the loan that is right for them.



Key Components:

Member Stories - Showing case studies of user stories is a great way to build a sense of community and social proof. We recommend focusing on 2-3 stories for launch and adding one story per month that includes a narrative driven blog post and matching testimonial video.



Home loans, auto loans, recreation loans and more. **We've got you covered.**

Apply Today



Auto Loans

Auto loans with rates as low as 5.00% APR

→



Student Loans

Student loans with rates as low as 11.20% APR

→



▶

Hear Doug's Story

Member Spotlight

"AOD Federal Credit Union helped me keep my farm up & running through the drought."

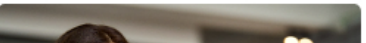
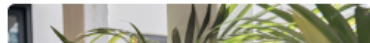
Doug Smith

Our Services

Home, auto, recreation and more.
We've got you covered.

Personal

Business



AOD WEBSITE RFP — PROPOSAL

CAYENNECREATIVE.COM

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Key Components:

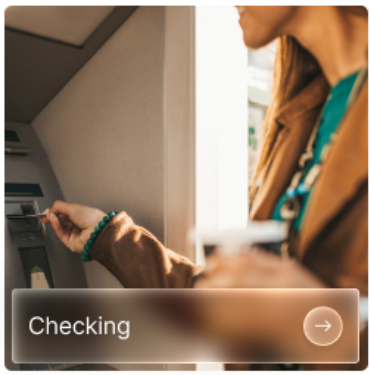
Services - In this section we show how your services can be represented by cards, with a simple toggle to go between “Personal” and “Business” needs.

Our Services

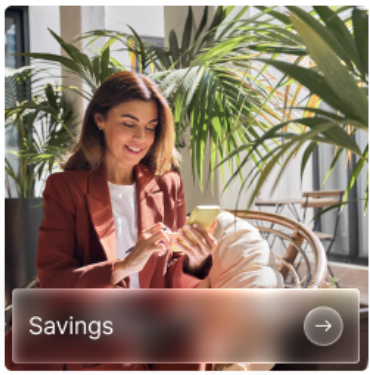
Home, auto, recreation and more.
We've got you covered.

Personal

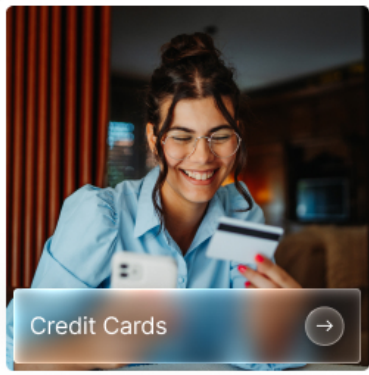
Business



Checking



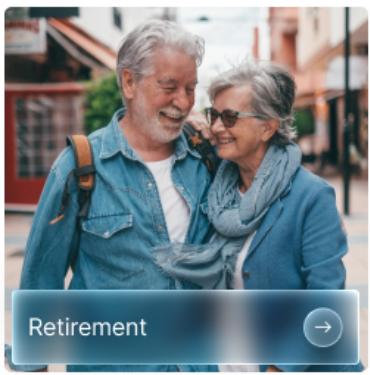
Savings



Credit Cards



Loans



Retirement



Share Certificates



Insurance



Shared Banking



Disclosures | Security | AODFCU Privacy Policy | Online Privacy Policy | Mobile Application Privacy Policy
Site by Cayenne Creative



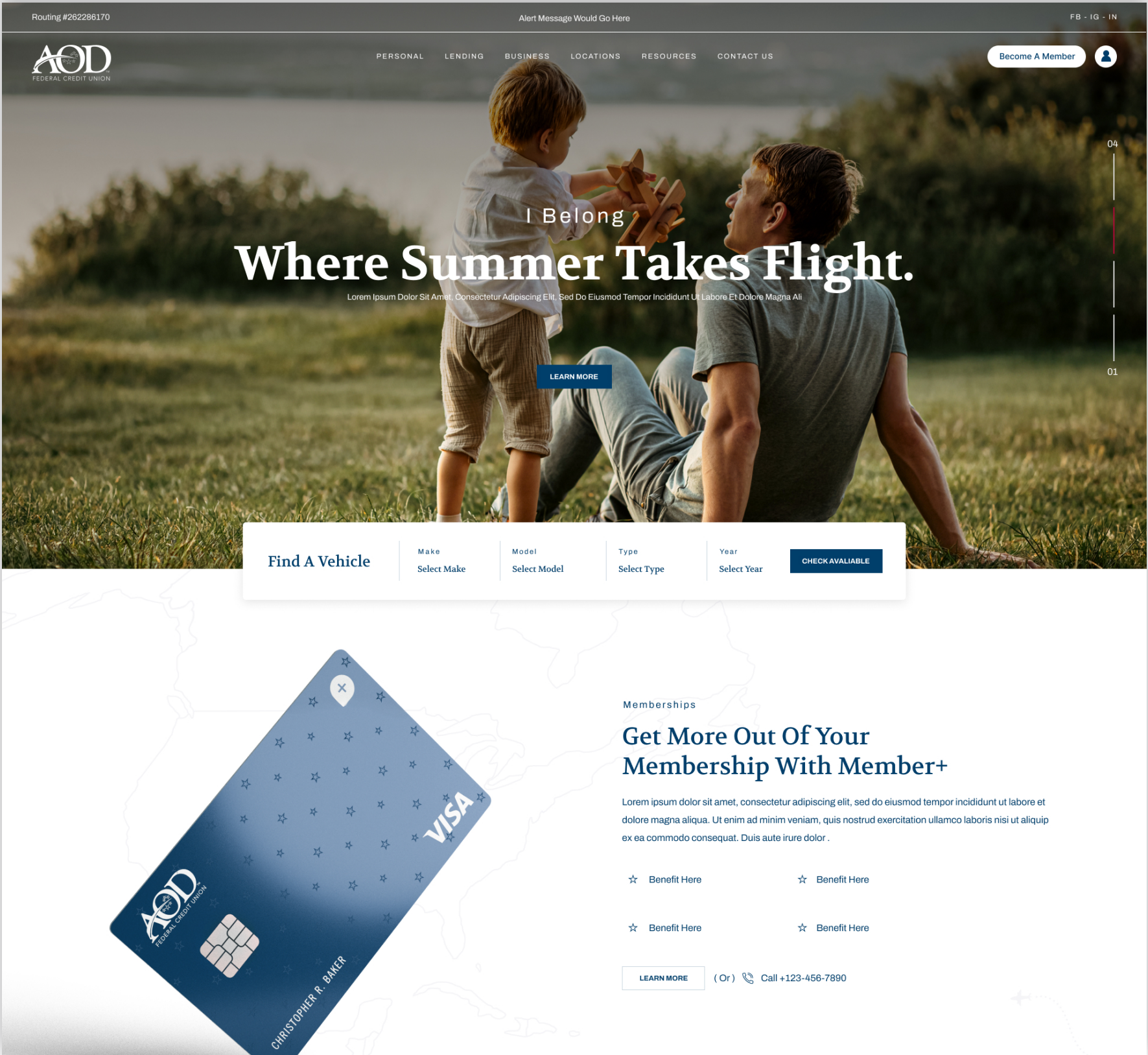
Federally Insured by the NCUA. Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. National Credit Union Administration, a U.S. Government Agency. NMLS# 519897.

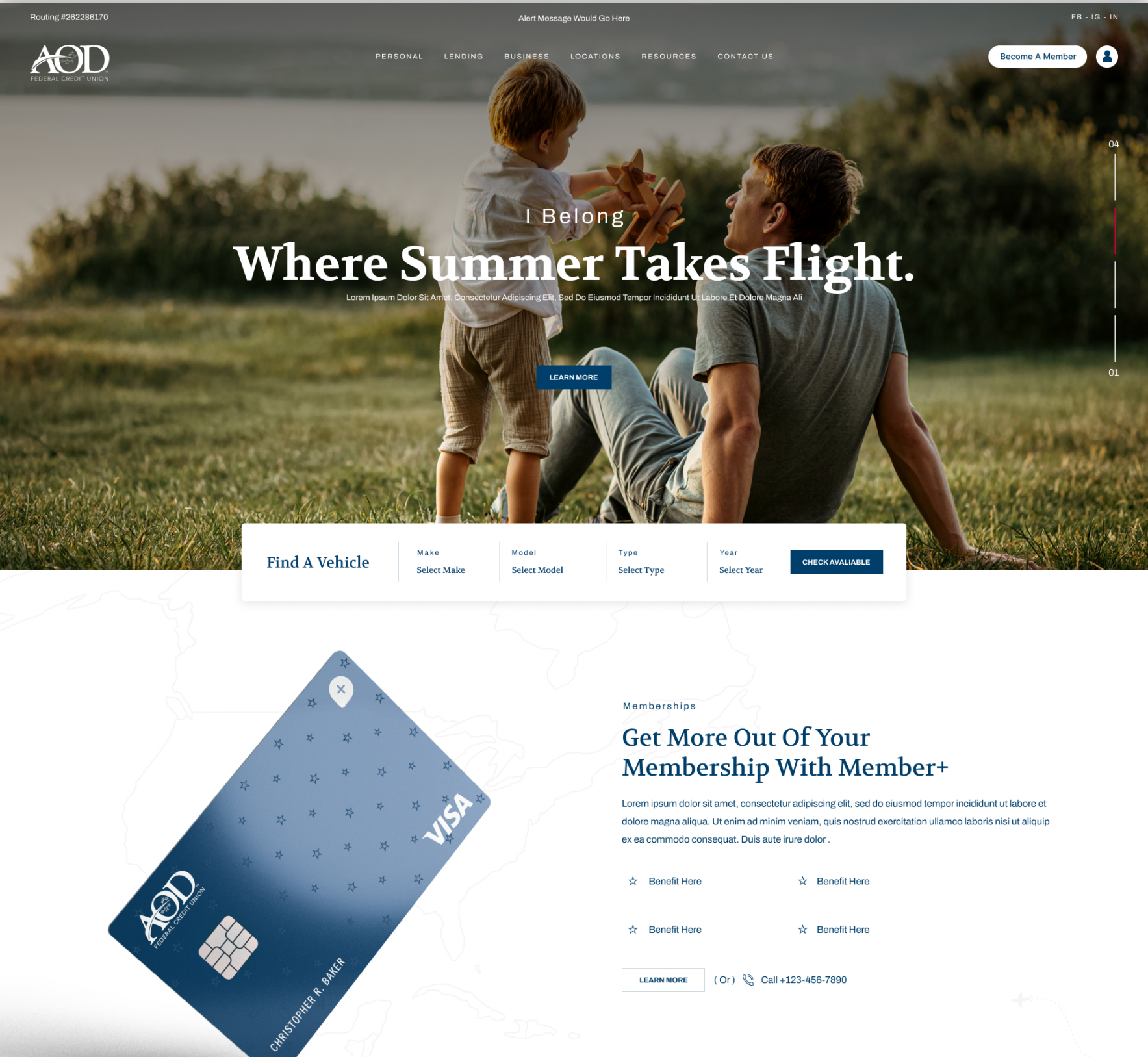
Copyright © 2025. AOD Federal Credit Union. All Rights Reserved.

AOD WEBSITE RFP — PROPOSAL

CAYENNECREATIVE.COM

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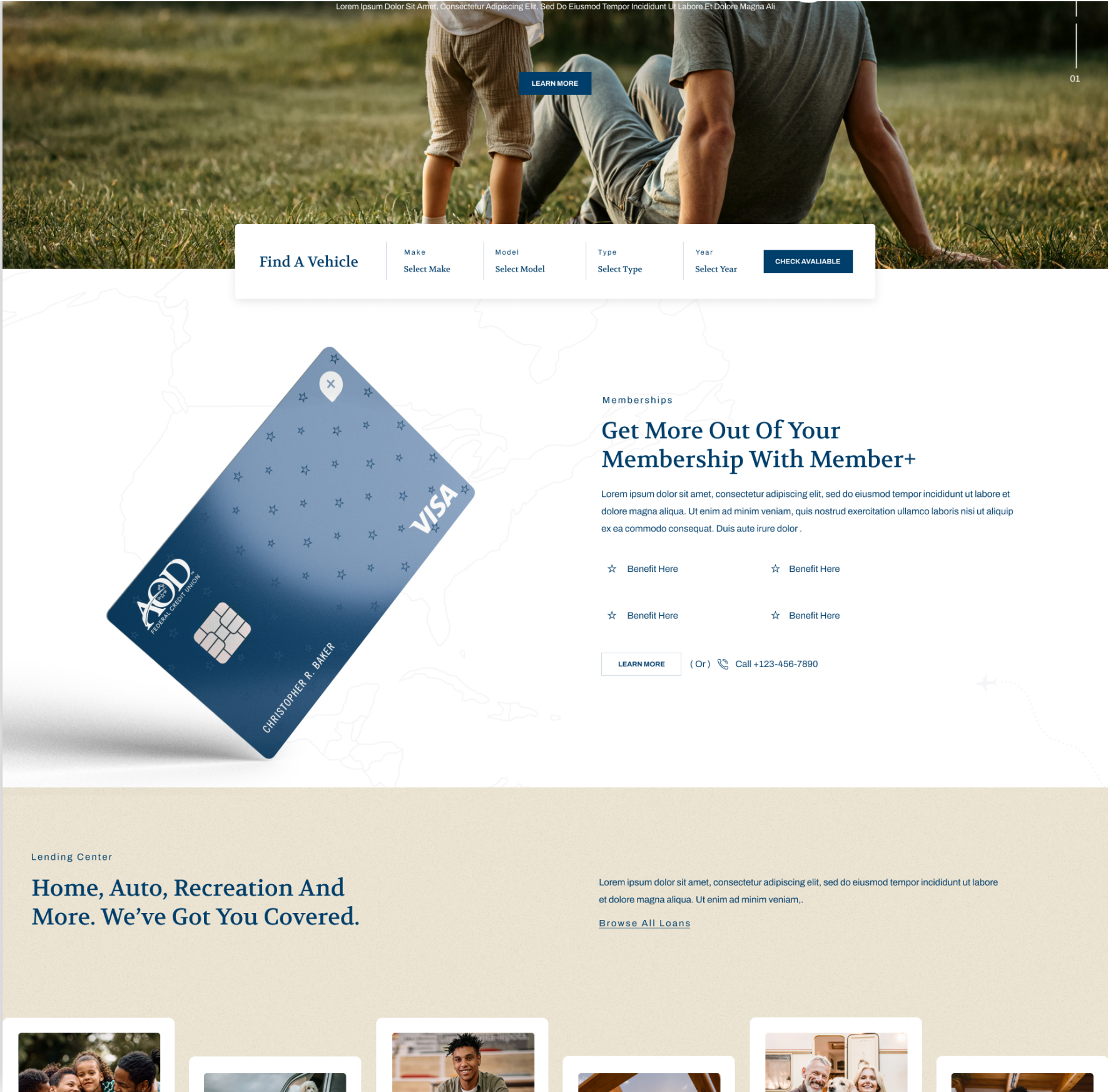




Key Components:

Navigation - In this option, we show how the full navigation can be utilized, but still cleaned up from the current site design.

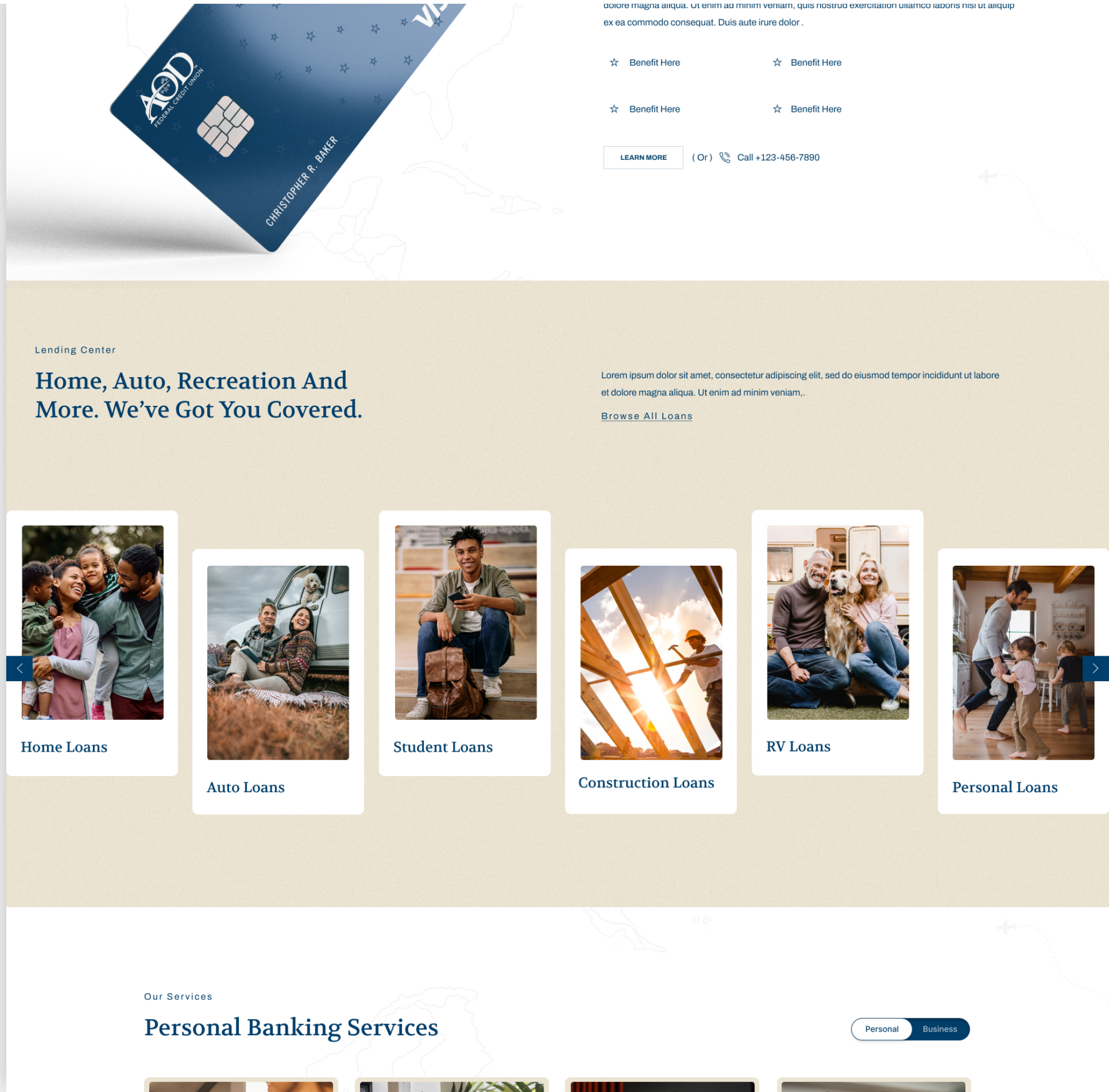
Find a Vehicle - Based on AOD’s priorities, the “Find a Vehicle” section may be something we’d want to bring closer to the top of the homepage. If that’s the case, we can display a more minimal version here at the bottom of the fold.



Homepage Option Two

Key Components:

Callout Section - As you scroll down the page, engaging callouts for popular or new products can help break up the sections while calling attention to to important items, as shown here with the “Memberships” section.



Homepage Option Two

Key Components:

Lending Center - AOD offers many types of loans to serve a variety of needs. In this example, we’ve combined the loan options into a “Lending Center” which would serve as the lending hub for AOD. This will simplify the User Experiiece as users are in search for the loan that is right for them.

Key Components:

Services - In this section we show how your services can be represented by cards, with a simple toggle to go between “Personal” and “Business” needs.

Our Services

Personal Banking Services

Personal Business



Checking

[LEARN MORE](#)

Savings

[LEARN MORE](#)

Credit Cards

[LEARN MORE](#)

Loans

[LEARN MORE](#)

Retirement

[LEARN MORE](#)

Share Certificates

[LEARN MORE](#)

Insurance

[LEARN MORE](#)

Shared Banking

[LEARN MORE](#)

Key Components:

Member Stories - Showing case studies of user stories is a great way to build a sense of community and social proof. We recommend focusing on 2-3 stories for launch and adding one story per month that includes a narrative driven blog post and matching testimonial video.



Retirement

LEARN MORE



Share Certificates

LEARN MORE



Insurance

LEARN MORE



Shared Banking

LEARN MORE



“AOD Federal Credit Union Helped Me Keep My Farm Up & Running Through The Drought.”

Doug Smith



News & Updates

Latest News & Blog Updates



Article Title Here

Lorem Ipsum Is Simply Dummy Text Of The Printing And Typesetting Industry. Lorem Ipsum Has

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Article Title Here

Lorem Ipsum Is Simply Dummy Text Of The Printing And



Keep My Farm Up & Running Through The Drought.”

Doug Smith



News & Updates

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Site by [Cayenne Creative](#)



Federally insured by the NCUA. Your savings federally insured to at least \$250,000 and backed by the full faith and credit of the United States Government. National Credit Union Administration, a U.S. Government Agency. NMLS# 519897.

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Homepage Option Two

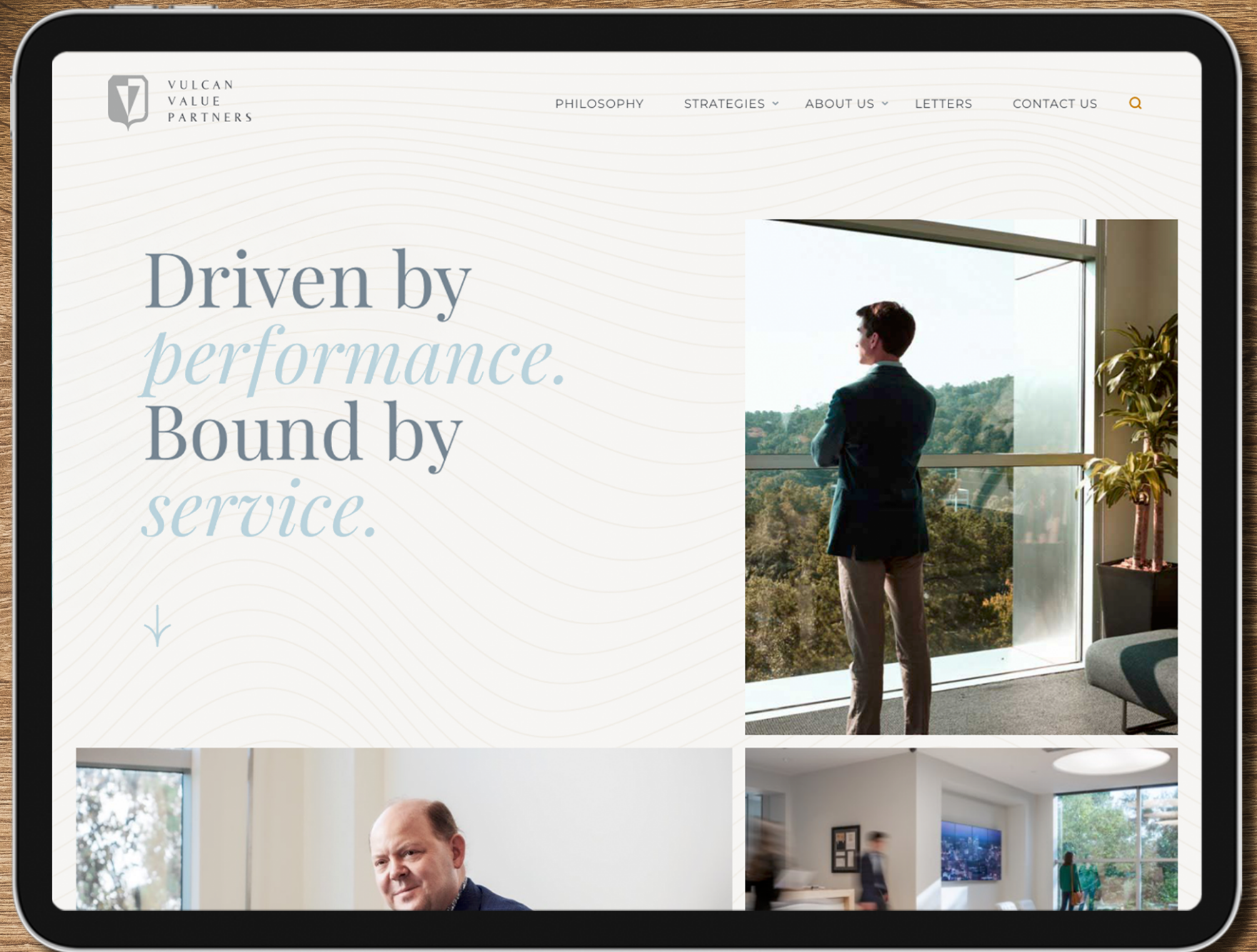
Key Components:

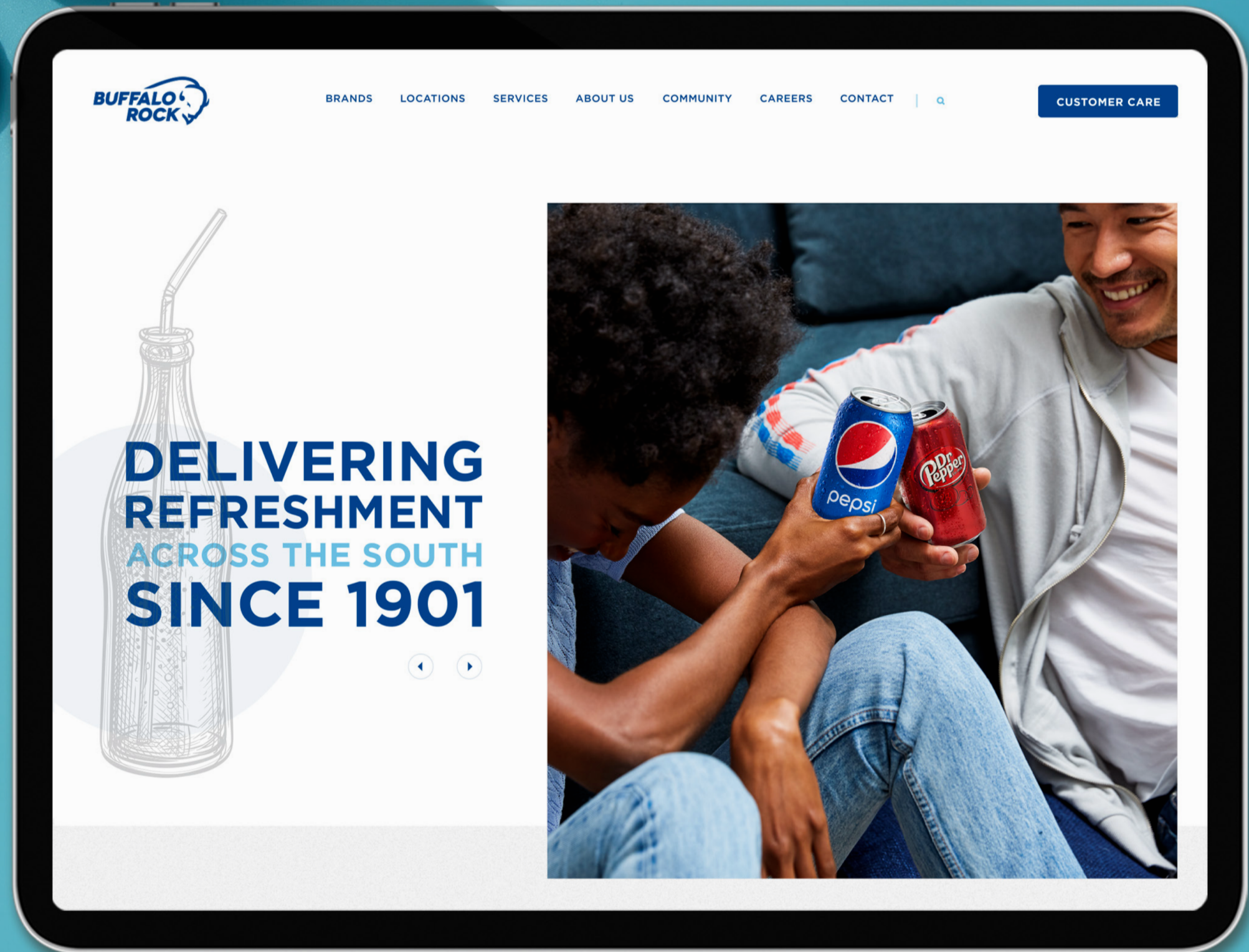
News & Blog - This example shows how a blog or news section can be incorporated into the homepage of the site. Recent or Featured items would show here.

PORTFOLIO EXAMPLES

Vulcan Value Partners

[VISIT SITE](#)





Buffalo Rock
[VISIT SITE](#)



CORE Real Estate
[VISIT SITE](#)



Milo's Hamburgers
[VISIT SITE](#)

INVESTMENT

ESTIMATE

EFFORT	ESTIMATE
LEARN	
Discovery Session A collaborative two-hour session with key stakeholders from AOD and Cayenne Creative to expand on stated objectives to fully flesh out both initial site goals and longer-term planning.	\$5,000
PLAN	
Web Brief The comprehensive plan will include a detailed project roadmap, finalized scope of work, cost estimate and timeline. Upon approval, we'll transition into the EXECUTE phase where we will begin design and development.	Deliverable from Discovery Session, Included in above price
Architecture and Wireframes Cayenne will define the content hierarchy and plan for how we might prioritize content on unique pages through the development of a site architecture and wireframe. One round of revisions is included within this phase before moving into the EXECUTE phase where we will begin the design process.	\$3,000
EXECUTE	
Site Design Cayenne will design a homepage and 12 unique page templates that will serve as foundational layouts that can be used to build out all pages on the current site. Two rounds of design revisions are included within this line item.	\$28,200
Site Development Cayenne will develop approved page template designs. Three rounds of development sprint review feedback, content integration, site QA, and launch are included within this line item.	\$52,800
TOTAL	\$89,000

PRICE RANGES - An updated cost estimate will be presented with the Web Brief at the end of the Plan phase. This will more accurately reflect determinations around project scope learned in the Discovery Session. Price variance is influenced both by the number of functional tasks and the number of pages to be created and migrated. Page count and, more specifically, page template count are key metrics for both design and development estimation. Additional service connections requiring API custom code would also increase development cost and may have design dependencies as well.

DEVELOPMENT ESTIMATION - Once the design phase is completed and both the complexity and breadth of the site is understood and agreed upon, we will create a task-based technical requirements document that itemizes each development effort and the associated cost and timing. If the total cost exceeds our original estimation range, you will have an opportunity to prioritize feature development and define a comfortable launch scope to remain within that budget. Tasks not included in the first launch set may be rescheduled as post-launch updates or remain in a development backlog until timing and budget allows.

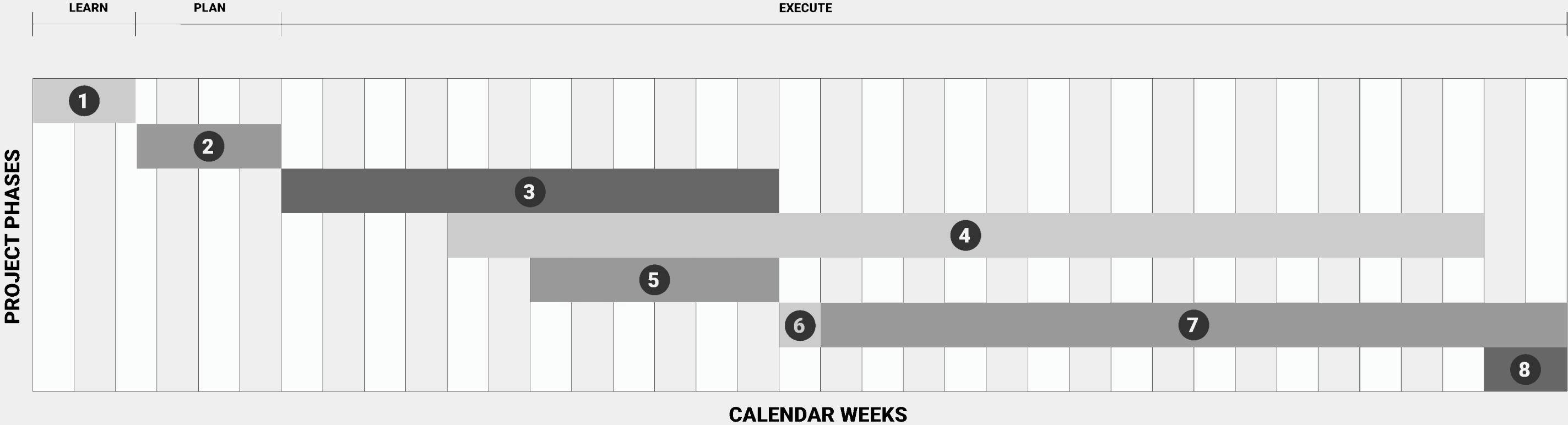
ADMIN TRAINING - Cayenne provides complimentary training for members of the AOD team who will be managing website content on an ongoing basis.

SITE MAINTENANCE - Post-launch feature requests and bug fixes are addressed according to an agreed-upon contract: this may be based on a monthly retainer specifying a consistent block of hours or on an as needed basis, billed hourly. Retainer pricing depends on the number of hours included. Ad hoc work is billed at \$150/hr.

SITE HOSTING - Sites built on the WordPress platform can be hosted on a number of vendors. Cayenne offers managed dedicated hosting (no shared tenants) which includes 24/7 uptime monitoring, as well as ongoing core and plugin updates for \$250/month.

ANALYTICS / SEO REPORTING - Ongoing Analytics & SEO Reporting needs will be uncovered and defined during the discovery session; as such, this item will remain TBD until that process is complete.

PROJECT TIMELINE



- 1 (2.5 weeks) Discovery Workshop; Web Brief Presentation; Client Review & Signoff**
- 2 (3.5 weeks) Architecture & Wireframes; Keyword Study; Full Project Plan; Client Review & Signoff**
- 3 (12 weeks) Two Rounds of Design Presentations & Revisions; Client Review & Signoff**
- 4 (25 weeks) Content Inventory, Migration, Creation & Input; Asset (Resources, Photos, Videos) Collection & Creation**
- 5 (6 weeks) Pre-Development (Hosting, API Integration Requirements, 3rd Party Vendor Selection)**
- 6 (1 week) Development Re-estimation; Client Review & Signoff**
- 7 (18 weeks) Development Sprint Presentations & Feedback**
- 8 (2 weeks) Quality Assurance; Client Review & Signoff; Site Launch**

GLOSSARY OF KEY EFFORTS

Discovery Session - 2-4 hour workshop with key stakeholders to better define the client's marketing and web objectives, both immediate and long term. Goal is to leave with a firm understanding of the company value proposition and target audiences as well as current pain points with current marketing and web efforts.

Web Brief - Restates learning pulled from initial client conversations and discovery sessions. Offers an initial definition of the project scope and timeline. Requires client approval to continue.

Architecture - Overview structure of the website which defines primary content hierarchy and subsections as well as general navigation structure. Requires client approval to continue.

Wireframes - Detailed screen by screen mockups which show content and image layouts, interactive elements and full navigation structure. Unique page template count is defined. Requires client approval to continue.

Keyword Study - Research to determine searched words and phrases most relevant for your identified audience. Serves as an input for content creation targeted at increasing search engine ranking.

Content Assessment - Audit of existing content to weigh reuse and migration efforts as well as new content creation scope.

API Integrations - Investigation of all desired data stream connections (CRM, product inventory, customer support, client portal, etc.) and evaluation of available API libraries to connect with the target web platform.

Accessibility Evaluation / ADA Compliance - Based on business specific legal requirements, the site's accessibility compliance level (A, AA or AAA) will be determined. This will drive testing during development and suggest which post launch tools or reviews may be necessary to maintain compliance.

Design - Site design uses the wireframes as its foundation and adds graphic elements (colors, fonts and imagery) to the layout while following or extending brand standards. Design proceeds in presentation and review rounds, usually with two or three homepage concepts, then moving to secondary and tertiary pages. Designed pages representing all template types will example the full range of layout modules. Optional photo shoots, technical diagramming and video production may also run concurrently during this phase. Design sign off is required before web page development can begin.

Development - New site development incorporates four primary and concurrent efforts: (1) API integration, (2) hosting setup, (3) page building and (4) content input. The first two can generally start alongside Design, the last two start following Design approval. Coding best practices and auditing tools are used to ensure technical SEO foundations and Accessibility compliance as required are maintained. Presentation and review cycles include client functional testing and are generally spaced in two week increments.

Quality Assurance - Following the last development cycle, with all code development and ideally all content input complete, full site functional testing is undertaken and a Go Live checklist prepared. Client approval at this point confirms the site is ready for launch.

Hosting - Cayenne has recommended vendors for each development platform and offers a managed hosting package specifically for Wordpress sites which includes ongoing core software and plugin updates, daily backups, site uptime monitoring and priority outage resolution support. For sites hosted on non-Cayenne managed services, we can still offer updates, backups, monitoring and help with outage resolution if desired at an additional charge.

Maintenance - Post launch, Cayenne offers new feature development and content updates at an hourly rate. Such requests can either proceed directly upon request with hours reported upon completion or go through an estimation and approval process first. Clients may choose to purchase set of hours in advance and refill when used. Note that all bug fixes within 30 days of site launch are free. All development work and content updates, whether bug fixes or new features, requested after that point is billable.

Ongoing Analytics & SEO Reporting - SEO is an ongoing process of taking key search metric measurements and making incremental content and code improvements to increase search result ranking. Cayenne offers scheduled reporting meetings to review stats and prioritize enhancements to better allow users to discover your content and increase your site's trustworthiness within your operating segments.

Similarly, Cayenne offers scheduled reporting meetings to measure user interactions such as call-to-action clicks, resource downloads and form submissions, prioritizing enhancements to push users toward trackable engagements aimed at increasing lead generation.

THANK YOU