

Proposal Issued: January 20th, 2017

PROPOSAL

Website Proposal

Prepared For:

PIVX

Prepared By:

Rhubarb Media Inc.

Statement of Confidentiality

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Note from the Director

Our team looks forward to the opportunity to work with PIVX. As a client-centric studio we base our solutions completely on your needs and the needs of your audience. We do this not only in a design and development capacity, but also by working with you to come up with deliverables that meet your needs within your budget and timeline. We look forward to working with PIVX as your new design firm and marketing collateral go to. If you have any questions or would like to discuss a component of the project further, we are just a phone call or email away.

Chad Ballantyne

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Website Design Strategies

Rhubarb Media will take into consideration all of the following technical requirements when designing all mockups, wireframes and templates for the new PIVX website.

CONTENT MANAGEMENT SYSTEM (CMS)

Rhubarb recommends the site be developed on the open source content management system (CMS) and web application framework of WordPress. This allows staff the ability to post, edit and remove content information such as photos, videos, and documents.

WordPress is a free and open source blogging tool and a content management system (CMS) based on PHP and MySQL. Features include a Plugin architecture and a template system. WordPress was used by more than 22.0% of the top 10 million websites as of August 2013. WordPress is the most popular blogging system in use on the Web, with more than 60 million websites. It is user-friendly and can grow as your company grows and expands.

- Database-driven dynamic content management for manipulating text, image and video content, internal hyperlinks, open URLs, viewable stale-dated pages, staff profiles, news bulletin, events calendar, online forms, responsive design to work with all mobile devices, predictive site search function, trending topics listing, includes content approval mechanism for admin user document management
- Forms include spam deterrent and validation technologies

PRESENTATION & VISUALLY STUNNING DESIGN CONCEPT

As a showcase website, our proposed design solution is a clean, simple and consistent layout and design. The site's overall design will complement client's branding strategies and initiatives and remain consistent with the current mobile application. The key landing page will use a slide deck approach to tell your story through bite-sized amounts of content that the user can scroll through at their own pace. The written copy will be accompanied by high impact visuals, utilizing subtle design techniques to add to the premium user experience.

ENHANCED SEARCH ENGINE OPTIMIZATION (SEO)

Our approach to search engine optimization is a long-term strategy that starts with the cornerstone of ensuring the site's content is optimized in a way that aligns its purpose with relevant popular "long-tail" keywords and phrases that people are searching for. The other steps Rhubarb Media will take are:

- Structure page navigation and content in an appropriate hierarchical manner
- Ensure appropriate keywords and meta data is in place to assist with search engine indexing
- All page titles and structure would be based off of keyword search engine research and user experience data collected from research
- Implementing human-readable and indexable URLs (not long random strings of identification numbers)

COMMUNICATION

Rhubarb Media always uses best practices in content strategy and online communications when developing a website. Website design and layout should always allow users to find information easily and quickly in the format they desire. A website should function as an interactive source of information reducing the need for routine phone calls or email correspondences and frequently asked questions.

FUNCTIONALITY - BROWSER COMPATIBILITY AND RESPONSIVE DESIGN

As a standard, Rhubarb Media develops and tests websites to work on all modern browsers including all versions of Chrome, all versions of Safari, Edge and Internet Explorer down to and inclusive of IE 10. The intended website will consist of a responsive design so that regardless of the browser window size, the site will function and display properly including on mobile phones.

INTERNET CONNECTION SPEEDS

Rhubarb Media understands that users may be accessing the website from slower internet connections. We consider the need for quickly loading websites in all stages of our design and development. We work to make our code as lean as possible, which means that there is less information for the user's browser to process. We also look at optimal file sizes for images and content to encourage fast loading time.

ACCESSIBILITY & IMPROVED NAVIGATION

Rhubarb Media will work within the required federal, provincial and AODA standards and guidelines to ensure that accessibility standards (WCAG 2.0 [Level AA] Guidelines), privacy and other policies are adhered to. We do this by using checkpoints and testing in each stage of the development process. The intended design has accessibility issues

in mind, including contrast and intentionally building the site for advancing through content quickly using audio cues and keyboard commands for voice over features. Due to the fact that modern browsers and operating systems have accessibility tools built in, we suggest including an educational web page that details the use of these features.

As staff continues to iterate and add new content, we recommend periodic reviews to evaluate the site's compliancy to the WCAG 2.0 guidelines. The most common problem is missing IMG element ALT attribute tags (text descriptions of photos).

SOCIAL MEDIA

The intended site will offer solutions for sharing content via social media. Rhubarb Media will integrate external community building sites and use widgets to integrate social media.

ONLINE REGISTRATIONS

Online form solutions will be integrated for users to complete online registrations. Solutions will include online fillable forms that will be automatically submitted to the specified email accounts.

TRACKING & ANALYTICS

Google Analytics account setup to track referrals and conversions. Includes Analytics coding on website for detailed reporting on outbound links.

WEBSITE TRAINING

This website involves the use of a content management system with user management software. Although we work to make the usability of these management tools as user-friendly as possible, there is a certain level of training that will be required of the client's staff. We recommend two hours of instruction during site development and two hours of post-launch in-house training. This will allow for all authorized persons to be comfortable with making any necessary changes with the tools we provide. This training is included in the cost of the overall project.

ONGOING TECHNICAL SUPPORT SERVICES

Due to the open-source nature of the software framework, security updates are periodically released to patch potential vulnerabilities and introduce minor functionality improvements. We highly recommend our post-launch support services to ensure that your website continues to work to fulfill its online strategy and does not pose a security threat. This includes ongoing technical support for problem resolution, software

updating and assistance with the integration of future applications. Rhubarb Media is based in Barrie, Ontario with office hours of 9am to 5pm, Monday to Friday. A main contact will be assigned to you who will answer calls and emails within one (1) business day.

WEB HOSTING

Rhubarb Media offers full-service hosting on a dedicated virtual Canadian-based server that will meet and exceed the requirements and effectively support growing technological needs (data centre and database management) and scale to meet demand on increasing traffic. Rhubarb Media Inc. guarantees a 99.8% uptime (except for scheduled outages for updates to your site or software). Should we not meet our uptime guarantee, the client will be reimbursed the pro-rated cost of hosting. If an outage does occur or there is a security concern with your site we will respond to your concerns within two (2) hours of the outage being brought to our attention. We promise to have the site restored within one (1) hour during business hours or within three (3) hours during business off-time (evenings after 5pm and weekends).

Website Budget

We look forward to working with you to re-design, develop and launch a new and improved mobile friendly website. Below you will find a breakdown of the costs and additional recommended features.

| | |
|---|-------------------|
| Design, development and implementation WordPress website Consultation, concept and design of website on user-friendly CMS (WordPress), SEO implementation, responsive and mobile testing. Includes: <ul style="list-style-type: none"> • Custom designs for banners and site wide branded icons/graphics • Plugin to represent Bounties and Proposals • Forms to submit bounties, proposals (placed in cue till approved and presented) • Community Section (Shows individuals Teams and Founders) • Resource and Support Page - (Links and downloads to Wallets, 3rd party tools, etc) • Social media integration • Ticker plugin showing current price (Sample) • Live Chat (Sample) • Blog • Tutorials Page (videos/pdfs) • Roadmap Page (Sample) Security on WordPress <ul style="list-style-type: none"> • Wordfence • MainWP • Akismet • Google Captcha • encourage long and complex passwords | \$2,251.15 |
| Skin in the Game - Willing to donate a portion accepting 500 PIVX on par We plan to also buy \$500 PIVX | -\$500.00 |
| Total - USD | \$1,751.15 |

TIMELINE: Assuming immediate feedback/decisions and required text content ready, we can deliver in 2 weeks.

Rhubarb Media Profile

Rhubarb Media Inc. has extensive experience in creating and refining everything from showcase websites to advanced database programming and custom web application programming. Rhubarb Media Inc. was founded in 2006 and has grown from a small boutique design firm to a full-suite agency operating out of Barrie, Ontario with a team of six personnel. We are dedicated to providing leading websites that implement best practices in content strategy, clean design and user-friendliness (including intuitive searching).

Some of our Clients:

- Toppers Pizza
- City of Barrie
- The Source
- YMCA
- Sweet Flour Bake Shop
- Lake Simcoe Regional Airport
- MacLaren Art Centre
- Barrie Food Bank
- Department of Veteran Affairs of The United States Government

We have a wide range of experience consulting, designing and developing websites for local, national and international organizations. Some of our services include, but are not limited to:

- Brand Identity creation and strategy
- Multi-lingual website solutions with built-in automatic detection of user's language preference
- Website Wireframe, Mockup and Template designs
- Advanced searchable databases and recommending features
- Accessibility optimization features and functionality
- Advanced knowledge of structural visual layout design
- Photography, photo and video editing, and digital asset management
- Advanced search engine optimization (SEO) techniques
- Mobile-optimized responsive design for web applications
- Advanced web application design and development
- Advanced information architecture and data structure development
- Mind-mapping and storyboarding
- Google Analytics and trend mining data analysis and reporting

WEBSITE DESIGN & DEVELOPMENT PROCESS

