

# Capitano Internet Solutions

Statement of Qualifications | 2005



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# 1. OVERVIEW

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## 1.1. About Capitano Net Solutions

Capitano Internet Solutions (CIS) is a full service Internet application and website design company dedicated to harnessing the power of web-centric technologies to provide customer-centric solutions.

Our mission is to build a legacy of client successes based on respect, integrity, and quality service. On every project, for every client, our goal is to strengthen your brand, improve your processes, increase your marketing ROI and boost your revenue.

Whether you need an e-Commerce site, brochure Web site, database application, backend Content Management System, or Search Engine Marketing support, our cost-effective approach to Internet applications and engineering solutions lead to increased revenue, enhanced business workflow and greater brand presence for your company.

## 1.2. Principle Staff

**Bryan Capitano** is the founder of CIS. Bryan is an Internet technology specialist who has worked extensively with well-recognized clients such as Oregon State University, the Oregon Wine Board, Oregon Extension Service, University of Oregon, the Eugene Hult Center, Salem Art Association, as well as other state agencies, non-profits, and private businesses. Bryan has developed a reputation for thorough knowledge of Internet systems and for managing large state-wide Internet projects. Bryan oversees all aspects of site development from design to computer programming to marketing. Bryan has 14 years of combined experience in science and software development for Internet applications (B.S. Computer Science, B.S. Biology, M.S. Biology). He has designed and programmed online databases, content and document management systems, XML applications, website analytical software, secure authentication systems, as well as commercial retail stores with product databases and shopping carts. After work, Bryan can usually be found solving bouldering problems at the local rock climbing gym.

**Troy Stange** is the lead graphic designer and creative director for CIS. Troy has created and produced print materials and websites for some of the Oregon and Washington's largest companies including MSN, Casio, Fender Musical Instruments, PremiereLink.com, Eugene.com, Bi-Mart, The Register-Guard, Peace Health Sacred Heart Medical Center, Sony Disc Manufacturing, Hyundai, Weyerhaeuser and South Umpqua Bank. He has been creating visual communications for over 12 years and has held almost every traditional design-related title including: graphic designer, art director, senior designer and creative director and has many local and national level design awards to show for it. Troy is an avid snowboarder, often seen roaming the Cascade mountains searching for perfect snow in his free time.

## 2. RESOURCES

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### 2.1. Our Team & Availability

CIS employs a full-time team of specialists with expertise in creative graphic design, HTML design, software engineering, Internet marketing, copywriting and network technologies. With our background, we can build everything you need to take a website from an initial idea to launch, as well as long term maintenance and hosting.

Besides our full time staff, CIS employs part-time help and utilizes trusted outsourcing partners to complete jobs during periods of overflow or when jobs require faster than normal delivery. Our current man-power consists of 56 individuals.

CIS is available **full time** to help your organization design, develop, deploy, and maintain Internet applications. We can work with you to define a delivery schedule that suits your needs.

### 2.2. Hardware/Software

CIS is located in a professionally configured office suite in downtown Portland, OR. We have multimedia compatible computer hardware, with the latest in software. Our in-house hardware infrastructure consists of following:

- Windows, Macintosh, and Linux servers and workstations.
- Computer hardware from Apple and Dell Computer Corporations.
- State-of-the-art design software from Microsoft, Adobe and Macromedia.
- Software modelling tools and Integrated Development Environments (IDE's)

## **2.3. CORE COMPETENCIES**

### **2.3.1. Design**

- 2.3.1.1. Graphic design & HTML production
- 2.3.1.2. User interface and interactive design
- 2.3.1.3. Multimedia project development and management
- 2.3.1.4. Print graphics and corporate identity designs.

### **2.3.2. Development**

- 2.3.2.1. Database design & development
- 2.3.2.2. Software development in PHP, ColdFusion, Perl, and XML

### **2.3.3. Solutions**

- 2.3.3.1. Custom Web Applications and Web programming
- 2.3.3.2. E-commerce stores & shopping carts
- 2.3.3.3. Online marketing, communications, and newsletter campaigns
- 2.3.3.4. Internet marketing & Search Engine Optimization
- 2.3.3.5. Content Management Systems
- 2.3.3.6. Custom web-database applications
- 2.3.3.7. Website maintenance, monitoring and statistics analyses

# 3. PROCESS & METHODOLOGY

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Because client satisfaction is our first priority, we are driven by two principles – good communication and fine-tuned processes.

For every project, large or small, CIS uses a well-tested and proven approach to developing web sites which ensures predictable, high-value results to our clients:

## 3.1. Discovery

Before designing any graphics or writing a single line of code, CIS allows plenty of time to fully understand the client's wants and needs. Depending on the size and scope of the project, we may schedule multiple meetings with the customer and major stakeholders to determine the needs and wants of the company, and determine what is feasible given such factors as budget, timeline, priorities, constraints, and resources. In Software Engineering terminology, this is formally referred to as the **requirements analysis** phase.

During this phase, we focus on the business and technical requirements of the project. We work with you to document business processes and workflows, functions and features, content, and imagery. In addition, CIS usually spends time analyzing competitor sites or products, and performing marketing and demographic analysis which allow us to give our client a competitive edge.

Using this structured approach to gathering requirements allows us to develop S.M.A.R.T objectives (Specific, Measurable, Achievable, Realistic, and Time-based) which nearly guarantees the success of the project. The overall goal is to ensure a focused project direction, a solid schedule and an accurate budget.

## 3.2. Design

Using the information gathered in the Project Discovery phase, the CIS team designs preliminary graphics and a model for the system. This includes a website map, information architecture, web page mock-ups and wire-frames, and application / database designs. We then submit these design concepts and prototypes for your review, revision and approval. All major design and functional decisions are made in the design process to allow for smooth implementation of your project.

The aim is to produce a model of the intended system that is correct, complete, consistent, unambiguous, realistic, and verifiable. We have found that careful planning and modelling will reduce development time significantly, resulting in a more cost-effective, reliable, and satisfying result for our clients.

## 3.3. Development

This is the point at which requirements-gathering and system modelling ends, and actual graphic design and programming begins. CIS uses state-of-the-art design tools such as Adobe and Macromedia products to design your website. For programming and database projects, we use Software Engineering best practices to maximize the value and maintainability of your project. We develop projects using the UML modelling approach, Object oriented programming (OOP) methodologies, and processes which are iterative and modular. Where

possible, we incorporate well-tested, pre-built components to maximize the value and stability of your project. During the development cycle, CIS employs a rigorous **Quality Assurance** testing to ensure all aspect of the website meet industry standards for Usability and Internet delivery.

#### **3.4. Deployment**

Upon final testing and client review, the site is uploaded to the live server and launched for public viewing. CIS stays engaged with our clients until their projects go live. We provide full project documentation, coordinate with your IT and hosting partners and provide training when necessary for your staff.. Our job is not done until you are satisfied.

#### **3.5. Maintenance**

Once the client's site has been launched, CIS can provide maintenance and monitoring to ensure the long term, continued success of your website. Our experience shows that measuring what you do, what works, how it works, and when it works is a key component of successful website ROI.

CIS may recommend several approaches to begin measuring website performance and priorities for future enhancements. These may include integration of a statistics package, Search Engine Marketing and optimization, coordination of press releases and other marketing agendas for the website, as well as other recommendations.

## 4. ELEMENTS OF GOOD DESIGN

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As a part of our dynamic development methodology, CIS has identified 6 primary ingredients that make a successful Website. These characteristics are incorporated into every site we develop. (These 6 elements are summarized from our Special Report, May 2004: [10 Secrets of Successful Websites](#). Please ask us for a copy of the full report.)

### 4.1. Fast loading

The biggest single reason visitors do not stay at a Website is that it takes too long to load - that is the time it takes for the page to appear on the computer screen.

In 2001 alone, slow-loading pages and poor usability caused online consumers to abandon up to 50% of online transactions, or \$25 billion worth of purchases! (Genex report, 2001).

The site needs to be designed around the premise of “loading” as quickly as possible. The general industry rule-of-thumb is that all pages should load within 7 seconds on a 56K dial-up modem to reach the broadest audience.

To achieve this CIS can ensure a strong text base for the pages (text loads very, very quickly). When photographs, bitmap, or vector graphics are used, we will tailor them to the appropriate size and structure to ensure that they load within an appropriate timeframe.

### 4.2. Platform Compatibility & Usability

Web sites that are easy to use increase your customer's satisfaction and allow you to keep their business. By minimizing user frustration and decreasing the time needed to make decisions on your site, a **high usability site often translates to increased sales, or return visits**.

People surfing the Web use different operating systems (such as Windows, MacOS, Linux) and different Web browsers (IE, Netscape, Mozilla, Opera and Safari). They have screen resolutions ranging from as little as 640 X 480 pixels to 1280 X 1024 pixels and larger.

On every project, CIS dedicates time for Usability Testing to ensure your site is compatible for viewing across a wide range of user platforms and browser software. We will test the site on all **W3C Standards Compliant browsers** ([www.w3c.org](http://www.w3c.org)) to ensure that the vast majority of visitors can see the site quickly and easily. We have a team of independent testers with different browsers, platforms, and connection speeds to make double sure your website works for as many different platforms as possible.

View the latest statistics on browser & platform usage world-wide:

- <http://www.upsdell.com/BrowserNews/stat.htm>
- [http://www.w3schools.com/browsers/browsers\\_stats.asp](http://www.w3schools.com/browsers/browsers_stats.asp)
- <http://www.echoecho.com>

#### **4.3. Visual appeal**

An Internet site today represents the first contact point for many of your clients. In a nutshell, it shows how professional an organization is, and what kind of attitude they have in selling themselves.

In the 2002 Stanford University study ***“How Do People Evaluate a Web Site’s Credibility? Results from a Large Study”*** (<http://www.pantheonsoftware.com/articles/stanfordPTL.pdf>) it was found that in assessing the credibility of a web site, design was mentioned 46% of the time by web visitors. Related aspects – such as navigation, information structure, information focus – also impact on the credibility assessment of course. Have your web site look professional, with clear and simple navigation, and your business will appear highly credible and trustworthy.

We can discuss the interface and layout of the site with you to ensure the site is attractive, appealing and reflects the proper mixture of brand image and information.

#### **4.4. Content, Content, Content**

Along with having an appealing and attractive visual interface, the content of the site must be precisely what the user needs to see. Truth be told, the main thing people are looking for on the Internet is information. Not a great looking site. Not pretty pictures. Not games. But information. And plenty of it.

As you prepare text for your website remember that people "read" the Web differently from the way they read print media. In fact, according to Jacob Nielsen, the guru of Web usability (<http://www.useit.com>), most people don't read Web pages at all; they scan them. The implications? Nielsen suggests using highlighted keywords, sub-headings, bulleted lists, one idea per paragraph, and half the word-count (yes, half!) of conventional writing.

But this is not to discourage putting lots of content on your website. If you visit a website and nothing has changed for six (6) months, would you go back tomorrow? Chances are you wouldn't because you'll assume there's nothing new. So, make sure your site has a regular, fresh stream of information tailored to your audience. CIS specializes in developing Content Management Systems designed to make updating, changing, and adding content very easy.

#### **4.5. Information Structure**

Your navigation structure should be incredibly simple, incredibly easy, and incredibly clear. Not everyone has great computer skills. The more people who struggle to find the information they want, the less people will use your website. A confusing site design is frustrating to users and often causes them to abandon online purchases all together.

A June 2003 Genex report states that "65 percent of U.S. Internet users surveyed won't patronize a poorly designed site - even that of a favourite brand." and, "...nearly 30 percent stop buying from their favourite offline store if their online experience is poor."

#### **4.6. Marketing**

With websites, it is not a case of "Build it and they will come." It simply doesn't work like that. Once you have developed your highly informative and useful site, you must market it in

such a way that it will attract visitors. In marketing parlance, this is referred to as “pull marketing” as opposed to more traditional “push marketing.”

Web site marketing is a rapidly changing, dynamic discipline, but one that can reap enormous benefits. There are numerous ways to market a website such as arranging reciprocal links, writing and publishing articles, contributing to website forums, including your web address on every bit of literature and signage you have, paid inclusion ad campaigns, traditional Search Engine Optimization of your actual web pages, email newsletters, and over 100 other methods.

# 5. QUALITY ASSURANCE

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A comprehensive management policy is essential for delivering quality software. CIS will apply *Process* as well as *Deliverable* quality control procedures to ensure that quality software is delivered as per the time schedule. The following procedures will be followed:

## 5.1. Compatibility & Usability Testing

CIS dedicates time on every project to ensure your website is compliant on all browsers and platforms supporting W3C Web Standards.

## 5.2. Process Quality

The deliverable of each stage of the project will be reviewed to ensure that the subsequent stage is receiving a quality input. The complete team will follow process quality procedure while the Quality Manager will conduct routine audits to ensure that the Process Quality procedure is being followed.

## 5.3. Deliverable Quality

Over and above process quality, each deliverable to client will be thoroughly tested and quality assured. This will be done as part of the *Final Inspection* before delivery.

## 5.4. Testing Procedures

Following types of Testing will be done at different phases of the project to ensure quality:

- 5.4.1. Usability Testing
- 5.4.2. Link and Content Checking
- 5.4.3. Comprehensive Functionality Testing
- 5.4.4. Unit and Integration testing (large projects only)
- 5.4.5. Stress and Load Testing (large projects only)

## 5.5. Documentation

The following documentation will be done at different phases of the project for QA:

- 5.5.1. Test Plan
- 5.5.2. Test Cases
- 5.5.3. Bug/Defect reports

## 6 . P O R T F O L I O

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Below are a just a few case studies to help illustrate our expertise. As you will see, our emphasis is on delivering success stories for our clients. We do this by fully understanding each client's unique needs, and then working in **partnership** to provide technology solutions that match your organizational mission and yield unbeatable results. (Please ask us if you would like a more complete client list).

### 6.1. Heads Up!

**Website:** <http://www.heads-up.net>

**Project Manager:** Bryan Capitano

**Client Contact:** On Request

**Client Phone:** On Request

**Background:** Heads Up! was developed for Oregon State University's Extension Seagrant program to bridge the gap between researchers and the fishing industry. This database-driven site accepts article submissions from Internet visitors and publishes these articles using a secure backend Content Management System engineered by CIS.

**Measure of success:** This site was intended to be community-driven; to encourage direct visitor submissions of newsworthy articles for publishing on the website.

**Bottom Line Results:** In the first full year of operation (2003), Heads Up! received over one-thousand (1,000) news article submissions from the Pacific Northwest community! We attribute the success to a variety of factors including coordinated online and offline marketing efforts, opt-in email marketing, regular e-Newsletter announcements, reciprocal links, and personal communication efforts to brand the website and create community awareness.

### 6.2. Oregon's Choice Gourmet Albacore

**Website:** <http://www.oregonschoice.com>

**Project Manager:** Bryan Capitano

**Client Contact:** On Request

**Client Phone:** On Request

**Background:** OCG is a family owned, Newport, Oregon fishing business serving gourmet custom-canned albacore tuna, salmon, and seafood products. In a fiercely competitive market, OCG was looking for a way to differentiate themselves, and gain a competitive edge, by being one of the first non-commercial, independent fishermen to sell their product online.

**Measure of success:** Online sales!

**Bottom Line Results:** In just the first two (2) weeks of online operation, OCG has grossed over \$3000 in sales! The reason for their remarkable success? OCG began selling product

the very first day of their launch due to our aggressive and comprehensive Search Engine Marketing services. People found them through Google within **hours** of launch.

### **6.3. Agricultural Research Foundation**

**Website:** <http://agresearchfoundation.oregonstate.edu>

**Project Manager:** Bryan Capitano

**Client Contact:** On Request

**Client Phone:** On Request

**Background:** AGRF helps to foster scientific research on agricultural topics throughout Oregon. This site showcases some of the premiere research projects funded by the Agricultural Research Foundation. The site is intended to provide simple information about AGRF's venture capital opportunities, proposal guidelines, contribution guidelines, and a downloadable PDF of their regular annual report.

**Measure of Success:** To deliver an attractive, elegant, and SIMPLE brochure Web site.

**Bottom Line Results:** We can't seem to get these people to stop calling us, asking us to do more work! Their Board of Directors are all thrilled with the website and have received numerous words of praise from the community on the quality, simplicity, and elegance of the design.

### **6.4. Eugene.com City Portal**

**Website:** <http://www.eugene.com/>

**Project Manager:** Troy Stange

**Client Contact:** On Request

**Client Phone:** On Request

**Background:** Eugene.com needed a new, fresh look that gave a sense of community, branding and simple navigation.

**Measure of Success:** To create an online community of users and establish Eugene.com as an advertising medium for local businesses.

**Bottom Line Results:** Ongoing sales of local ads, constant updating of events around Eugene, and backend system that makes for easy updates has given this successful portal the community feel it needed.

## 6.5. Drs. Fine, Hoffman, & Packer

**Designer:** Troy Stange

**Website:** <http://www.finemd.com/>

**Client Contact:** On Request

**Client Phone:** On Request

**Background:** This practice was looking for a new look to their website and one that also functioned properly on standard browsers. They needed help with writing guidelines for the content, new site architecture, and a faster loading site.

**Measure of Success:** To make a site that helped raise the number of appointments, and delivered a cleaner, more professional presentation fitting with their image.

**Bottom Line Results:** The number of appointments has increased since the launch of the new site as well as less time spent with clients dealing with repetitive, time-consuming tasks. The clients learn at their own pace about the procedures offered and have more intelligent questions when in appointments with their doctors.

## 6.6. VillaEvenings

**Website:** <http://www.villaevenings.com>

**Project Manager:** Troy Stange

**Client Contact:** On Request

**Client Phone:** On Request

**Background:** This client wanted a website that reflected the surrounding grace while giving us the creative freedom to build the site in the manner we thought the most appropriate. With no real identity to speak of, we were asked to create the logo, business cards and website for this gourmet dining club on the site of Pfeiffer Vineyards in Junction City, Oregon.

**Measure of Success:** To make a site that served as a way to disseminate timely information about new events, directions to the site, and service offerings with a feel of class and luxury.

**Bottom Line Results:** The all-flash website is constantly receiving accolades about its beauty and has established this small business with a brand of opulence and intimacy. Because they liked our work so much, we were also asked to design the labels for their wine bottles!

## 6.7. HouseNow.com

**Website:** <http://www.housenow.com>

**Project Manager:** Troy Stange

**Client Contact:** On Request

**Client Phone:** On Request

**Background:** This real estate company came to us looking for an online portal that rivalled the functionality and ease of use associated with big companies like Prudential Real Estate.

**Measure of Success:** To make an online website built for state-wide searches for real property, including a host of backend management tools allowing administrators to easily manage their own data.

**Bottom Line Results:** The boost to business and brand identity for this small firm has been significant. In addition to the website, the client also asked us to design property signs, business cards, their logo, and the sticker design on their vehicles.

# 7. CLIENT RESPONSIBILITIES

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## 7.1. Copy Content

- 7.1.1. All content of the website must be provided by the client before the start of the project, preferably in Microsoft Word file format. If any special treatment or handling is required, this will also be specified. CIS can provide professional copywriting as an additional service upon request.

## 7.2. Form Data

- 7.2.1. The client must supply the details of any HTML forms before the start of project. These include:
  - 7.2.1.1. Information solicited on the form.
  - 7.2.1.2. What information is required and what is optional.
  - 7.2.1.3. Email address to which the form content is to be mailed.
  - 7.2.1.4. Technical specifications regarding the form, for example, how to arrange and segregate content, if certain information is to be collected in a certain format, etc.

## 7.3. Graphics

- 7.3.1. The client must supply all images.
- 7.3.2. Stock photography and other images can be purchased from commercial image banks such as Getty ([www.gettyimages.com](http://www.gettyimages.com)) or Corbis ([www.corbis.com](http://www.corbis.com)); however this will be in addition to the estimate agreed upon from this proposal.
- 7.3.3. The client will provide the company logo and any other trademark artwork in high-resolution EPS or vector format.
- 7.3.4. When accurate color reproduction is critical in the project, the client must supply the color in RGB values.

## 7.4. Miscellaneous

- 7.4.1. The client will supply any third party tools required.
- 7.4.2. The client will be responsible for the Data Entry. (CIS can provide data entry services upon request.)

## 8. PRICING

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### 8.1. Our Approach

Because all web development projects are unique, CIS usually develops a proposal and a quote for the entire project, after thoroughly analyzing and understanding your requirements during our **Discovery** phase. We work with you to conceptualize your needs, draft a website map and Information architecture, then present a quote and timeline.

With the exception of custom graphic design, complete web applications are rarely built from scratch. As a result, our pricing structure is based on many factors. When developing new website applications, we first draw from our library of existing code. Our second choice is to use third-party components such as found in the Open Source community, or purchase commercial, proprietary components when needed. Finally, if none of these options exist, we will develop custom code. This approach allows us to leverage existing, well-tested components in order to maximize the value we provide to our clients.

Based on this methodology, our pricing structure depends to large extent on our use of pre-built components and how much modification is required. Because installing pre-built components takes only a fraction of the time as it would take to build from scratch, we don't usually charge hourly rates. With that said, our fee for custom graphic design, Greenfield engineering (building from scratch), maintenance, and other hourly work is \$95/hour.

### 8.2. How much will my website cost?

The answer to cost depends a great deal on many factors. Do you want to be leader of the pack, or will a simple Brochure-style website do just fine? Will your website require regular maintenance? Will it be designed as easy to maintain from the get-go? What is the ROI? Will the website streamline your internal business process? Will it help you cut expenses, get new prospects, make more sales, improve your corporate identity? How big and complex do you want your site to be? How much polish do you want? How much online marketing effort will you require? All-in-all, what kind of results are you looking for?

A small site, under 10 pages, with limited interactivity will often be under \$5,000, although it can be more if it is graphically intensive or requires a lot of organization, optimization, or custom programming. Sites that are larger and involve more complex solutions such as a Content Management System (CMS), e-commerce functionality, or database programming may be in the range of \$5,000 - \$15,000. These are very rough estimates as each project is very unique and has different requirements. CIS has worked on projects ranging from \$500 - \$90,000.

Often times adding advanced features such as a CMS will incur larger upfront development costs. However, from a long-term maintenance perspective, a database-driven CMS-enabled website requires almost **no expertise** to maintain; simple content editors are provided so that maintaining and adding website content is very easy. As a result, the long-term cost of ownership for such advanced features usually proves to be less expensive than developing a less sophisticated and harder-to-maintain website.

No discussion of cost would be complete without also mentioning your Return on Investment (ROI). Among other things, a professionally designed and optimized website / Internet application can provide you with **many tangible business benefits**. An effective web presence can:

- (1) increase your prospects and contacts,
- (2) increase sales volume,
- (3) automate the sales process,
- (4) streamline internal business processes,
- (5) reduce paperwork, print, and advertising costs,
- (6) improve corporate identity and customer confidence, as well as many other things.

Even for some of our more costly website projects, our experience shows that a website usually **pays for itself** within the first year, and sometimes much sooner if designed correctly.

Conversely, a poorly designed and poorly optimized website can be a significant burden, and financial drain, to those who will use and maintain it.

### **8.3. Payment & Contract Terms**

If you agree with the project plan and the price, we finalize our agreement with a written legal contract. The contract formalizes the nature of our working relationship (such as our Independent contractor status) and provides a record of our obligations to you.

We request you pay **half as a deposit** and the other half when the site is finished. If the project timeline is greater than 2 months, or the costs are high, we can arrange monthly instalments.

Clients usually pay by check. We can accept most credit cards; however, we charge a small additional fee for credit card processing expenses.

## 9. CONCLUSION

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It is our endeavour to provide web development services to a professional standard with clear focus on project management, quality assurance and delivery of a product that yields tangible, real business results for our clients.

The next step is to review our portfolio and background, speak with industry sources and generally assess the way our team can provide you with a polished, professional, trouble-free, and results-oriented website over the long term.

The Internet is a sometimes mystifying and complicated world requiring the interaction of many different technologies. We welcome any questions or suggestions you may have and would be delighted to provide additional information.

We look forward to a successful partnership!

*For any questions, please contact:*

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