

Diamondhead Documentation, Inc.  
1213 North 2<sup>nd</sup> Street  
Stuart, Iowa 50250-0099  
[www.diamondheaddoc.com](http://www.diamondheaddoc.com)  
Phone: 515.523.1627

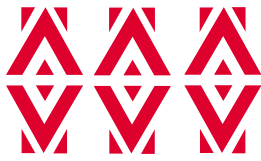
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# Proposal for SITI Website Development

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A Partnership between the  
Software and Information Technology of Iowa and  
Diamondhead Documentation, Inc.

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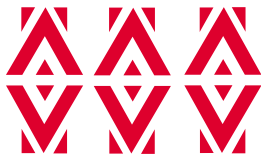
## Abstract

And from the Iowa Software Association (ISA) emerges the Software and Information Technology of Iowa (SITI). This convergence between the software and IT industries of Iowa will certainly increase awareness of the powerful computer-related companies located in the Heartland. SITI must present itself as a high-tech association and this must be reflected in the new SITI website. The SITI website must be full of bells and whistles to reflect current technologies while supporting SITI member's interests and draw new organizations to join SITI. This proposal details the ideas and plans Diamondhead Documentation, Inc. proposes to use in conjunction with the SITI website development.



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## Website Expectations

Diamondhead Documentation, Inc. will work cooperatively with SITI to develop a new website. Diamondhead Documentation can begin development immediately upon a signed contract with a delivery date of August 15, 2000 for Phase 1 and Phase 2.

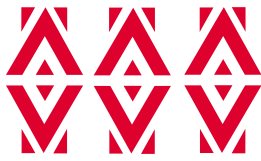
Diamondhead Documentation, Inc. proposes to develop the SITI website in three phases based on the following general assumptions.

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### General Assumptions

The following general assumptions are at the core of the development of the SITI website.

- ◆ www.sitiowa.com is the primary URL with www.sitiowa.org and www.iasoft.org directed to the primary URL.
- ◆ As stated in the RFP, the primary function of the site is to serve as a communications tool for current members and as a web resource assisting the growth and management of a member's company. For people outside SITI membership, the website should be the primary source they visit for information on SITI and information technology and software news in Iowa.
- ◆ Development will support version 4.0 and greater browsers.
- ◆ Diamondhead Documentation, Inc. will test the SITI website with Microsoft Internet Explore, Netscape, and AOL on a variety of computer systems with different system configurations to ensure standard and expected results.
- ◆ This site will be database driven using Windows NT SQL Server. It is suggested that images be stored remotely from the database with an image location link stored within the database. This is to increase the speed of the database.
- ◆ The majority of the code will be written in JavaScript with Java and VBScript support.
- ◆ Site will include new SITI logo.
- ◆ Site will be accessible to the SITI Executive Director and Web Administrator 24 hours per day.
- ◆ Site navigation will appear on each page within the website.
- ◆ Site will include complete search capabilities within the database. The search capabilities are further defined in the Search section of this proposal.
- ◆ Site will include a table of contents Site Map.
- ◆ Site will be registered with all major search engines.
- ◆ Connectivity will be through a T3 with full shell and ftp access.
- ◆ Administrative pages will be included using DHTML for reporting on members, activity, website statistics plus an access log.
- ◆ Hit counter with results will be stored in the database.
- ◆ Guest book will track interested parties.
- ◆ SSL Security Certificate will be used for credit card processing.
- ◆ Cascading Style Sheet (CSS) will be used to speed development and ensure consistency.
- ◆ The SITI website shall be flow charted to ensure accuracy in processes. Refer to Figure 2, Flow Chart Example, for an example flowchart.



## Forms and Function

All forms shall function in the same manner. Forms will be Active Server Pages (ASPs) which populate the SITI database tables with information collected from the end-user. Form validation will be implemented to ensure valid data is collected and to decrease the risk of cyber-vandalism. After the end-user enters data and clicks the Submit button, one of two events occurs:

1. Form is error-free and a Success page displays. Data is written to the database.
  2. Form contains errors and an Error page displays. Data is not written to the database.
- ❖ **Note:** A valid submittal of a form also e-mails the Executive Director and the e-mail address is entered in the E-mail field of the form.

## Login and Security

Four user security levels will be implemented via a login process. The security levels are:

1. **Administrative** – Full access.
  2. **Member** – Access to all non-administrative pages and functions. No access to the Private Investor page.
  3. **Non-Member** – Access to public pages only.
  4. **Investor** – Access to public pages and Private Investor page.
- ❖ **Note:** Login Security Level determines which data tables the end-user may search.

## Hosting

Hosting shall be provided via www.addr.com at a cost of \$14.95 per month for the Gold E-commerce Account and \$7.95 per month for the other two URLs. This is a monthly total of \$30.85 for hosting the SITI site and redirecting the URLs. A 10% discount can be acquired if SITI pays for an entire year. SITI will be responsible for hosting payment to Addr.com Inc.

## Credit Card Processing

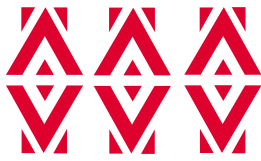
Credit card processing shall be provided via www.addr.com using Miva Order and the built-in SSL for secure on-line transactions.

## Calendar

The SITI Events and Training Calendars shall be developed using VBScript and will be fully searchable based on Date, Time, User Name, Event, and other fields determined necessary as populated by the SITI database. Write security is limited to Administrator level.

## Search Engine Submission

Initial Search Engine submission is included with the hosting service. To ensure SITI remains at the top of the major search engines, WebPositionGOLD should be used on a monthly basis. This can be performed by the Executive Director and takes about 40 hours to initially perform and approximately 8 hours per month thereafter.



## Site Definition

This section defines the overall site map, each of the SITI website pages, and their functionality.

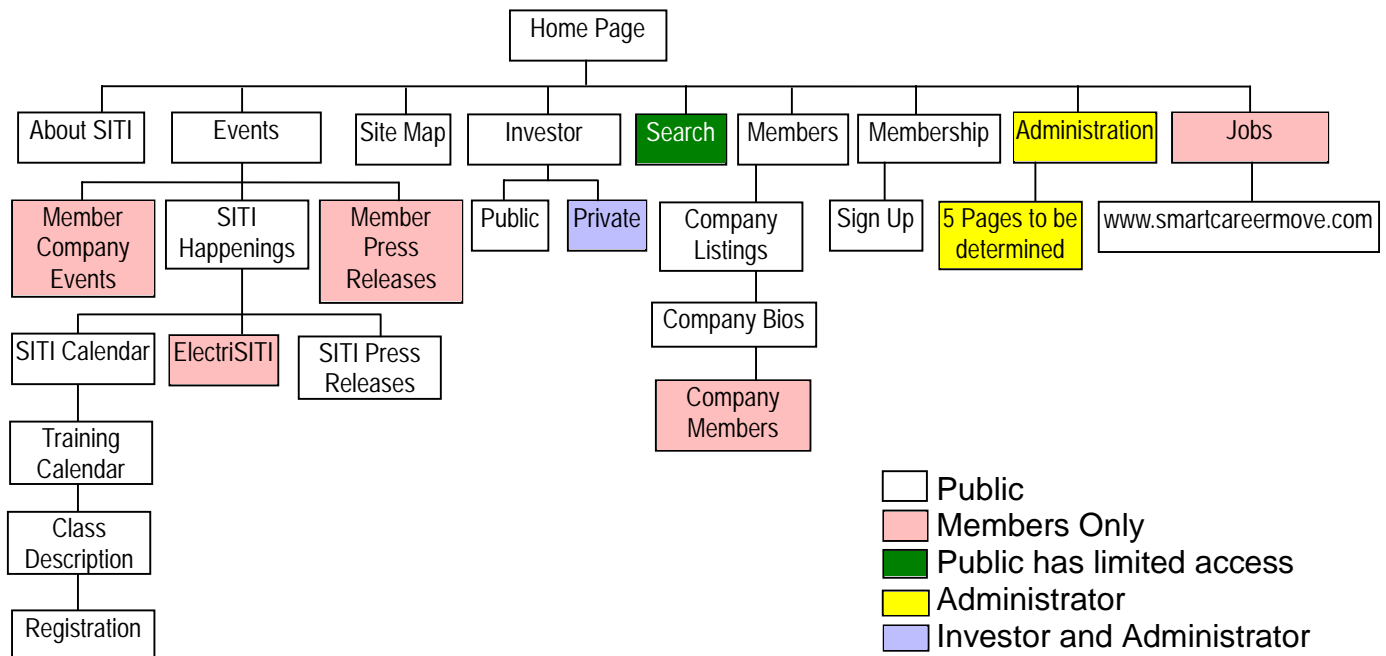


Figure 1. SITI Site Map

## Home Page

The SITI Home Page will include links to other pages as shown in Figure 1, SITI Site Map.

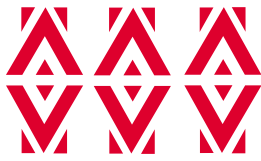
- ◆ A link to a Guest Book form will be available to track interested parties. A form shall be included for users to submit their information. Guest Book is also used for the end-user to request addition information from "The Miriam." The form e-mails the Executive Director and stores the data in the database. Refer to Forms and Function.
- ◆ A Login link shall be present to allow Members login access. Refer to Login and Security.

## Banner Advertisement

The Home Page allows member companies to advertise through displays of banner advertisements. The banner advertisement allows the user to click through to the member's website. The click-through count will not be tracked.

A page detailing specific display and file size restrictions along with associated costs will be included. Costs are based on size and display frequency and will be determined by SITI.

A registration form shall be included for users to submit their banner ads. The form e-mails the Executive Director and stores the data in the database. Refer to Forms and Function.



## New Member

A new member's logo will be placed on the Home Page that allows the user to click through to the member's website. The click-through count will not be tracked.

## Tip of the Week

A weekly tip shall be included on the Home Page. A registration form shall be included for users to submit their tip. The form e-mails the Executive Director and stores the data in the database. Refer to Forms and Function. The weekly tip is not archived.

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## About SITI

The About SITI page shall contain information concerning the SITI organization and services offered.

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## Events

The Events page will feature the latest news from the IT and software industries in Iowa.

A registration form shall be included for users to submit their information. The form e-mails the Executive Director and stores the data in the database. One form will be used for collecting data for both the Member Company Events page and the Member Press Releases page. Refer to Forms and Function.

## Member Company Events

This page presents events associated with member companies. Links will be provided to member sites.

## Member Press Releases

This page presents press releases associated with member companies. Links will be provided to member sites.

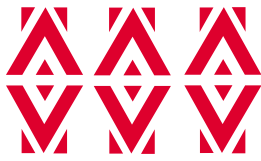
## SITI Happenings

The SITI Happenings page contains information on SITI association events and news.

## SITI Calendar

Calendar of SITI events such as Lunch and Learn sessions, training courses, and other outings. This page has links to the training pages.

- ◆ Calendar can be searched by Vendor, Date, and Location.
- ◆ Each event will have its own page with a description. A registration form shall be included for users to submit their information. Refer to Forms and Function.
- ◆ Credit card process will be available for payment on-line. The form e-mails the Executive Director and stores the data in the database.



## Training Calendar

The Training Calendar presents a list of all courses currently offered.

- ◆ Training can be searched by Vendor, Date, and Location.
- ◆ Each course will have its own page with a class description. A registration form shall be included for users to submit their information. Refer to Forms and Function.
- ◆ Credit card process will be available for payment on-line. The form e-mails the Executive Director and stores the data in the database.
- ◆ Figure 2 shows an example of how training registration shall occur.

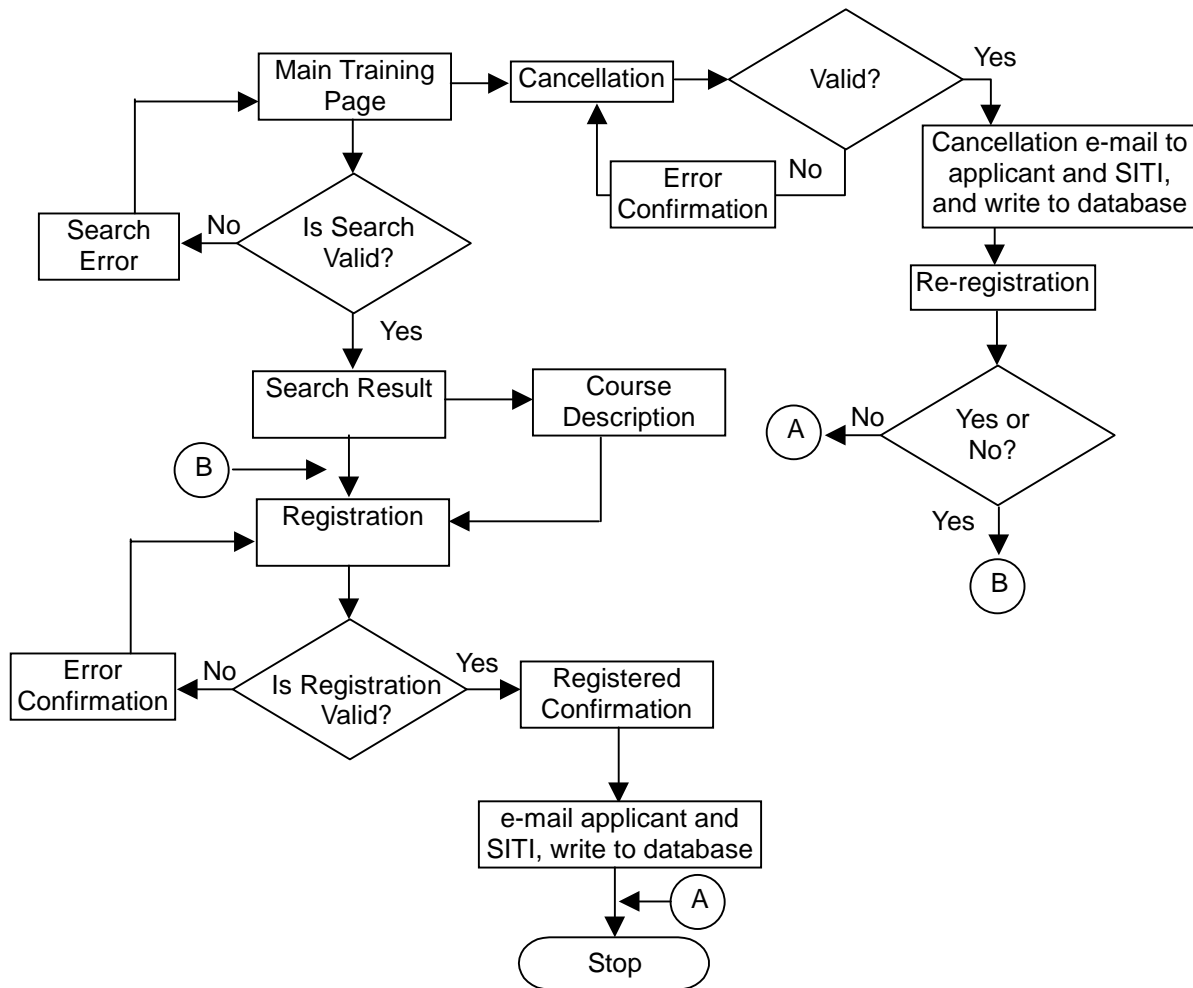


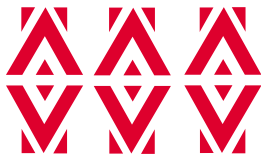
Figure 2. Flow Chart Example

## ElectriSITI

The association newsletter (ElectiSITI) shall be posted and archived in the database. An option will be available to allow the user to subscribe to the ElectriSITI newsletter.

## SITI Press Releases

The SITI association press releases shall be posted and archived in the database.



## Site Map

The Site Map shall list every page in the SITI website with links to each page and shall be dynamically populated-based on the current active pages in the SITI site.

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## Investor

Content for this page will be transferred from the ISA site to the SITI site. Future changes and direction will come from the Capital Formation Committee. The pages will include both public and private information.

- ◆ The Public page details the Capital Formation Committee and other information concerning business plans.
- ◆ The Private page allows potential Venture Capitalist and Angels access to the presentations.

At a later date, presentations can be recorded using a digital camcorder. These files will be encoded using RealEncoder and will run over the Internet using RealPlayer. RealPlayer is the ubiquitous player in town. RealServer allows streaming to increase user satisfaction.

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## Search

The search function will locate information in the database and not on the static pages. Non-members are limited to searching only data tables available to the public. Certain pages will allow specialized searches. For example: the Training page allows you to search for courses by Vendor, Date, and Location.

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## Members

The Members page contains a company listing with search capabilities based on company name, industry, and other related factors. The end-user will be able to narrow searches of members within a specific category. These categories will be provided by SITI. Categories and database table will be provided by SITI.

### Company Bios

The Company Bios page details member companies.

### Company Members

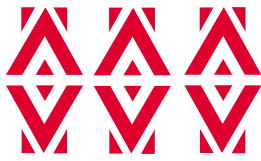
The Company Members page details active company members.

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## New Member

The New Member page will contain information on benefits of association and pricing along with a sign-up form to allow payment on-line via Credit Card Processing.





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## Administration

Five Administration DHTML pages will be developed. Administrative pages will be used for reporting on members, activity, charges, and such. The Administrative pages will be dynamic HTML using information acquired from the database. This will be a Windows NT SQL based system.

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## Jobs

SITI members will post their technology and management job openings and view resumes on the [www.smartcareermove.com](http://www.smartcareermove.com) site at no charge. These functions are password protected. SITI members will access these services only through the SITIowa site.

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## Portfolio

Diamondhead Documentation, Inc. provides exciting quality services such as: hard copy documentation, on-line help, Web design, relational database development, illustrations, CD-ROM development, wizards, tutorials, training, multimedia, e-business solutions, quality assurance, business analysis, computer-based presentations, and other digital solutions.

The following examples are a few of the Internet and intranet sites that Diamondhead Documentation has developed. These sites are located on the CD-ROM so you are not required to be connected to the Internet except for the ANE site.

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### Diamondhead Documentation, Inc.

This site is actually our own website and was developed for marketing purposes. This site also functions as a beta site for me to abuse at my own discretion. [www.diamondheaddoc.com](http://www.diamondheaddoc.com) was developed using FrontPage 2000, Dreamweaver, Macromedia Flash, and Drumbeat 2000. Images were created in Adobe Photoshop and ImageReady. JavaScript is the main programming language used in this site.

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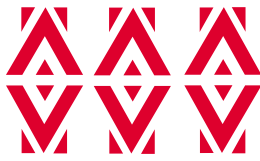
### Modern Solutions, Inc.

Diamondhead Documentation has performed web development for MSI on several occasions. The first intranet was [developed in 1998](#) and was an add-on for the MSI Human Resources department.

Currently, we are developing MSI's new extranet. [www.modern-solutions.com](http://www.modern-solutions.com) is database-driven using Windows NT SQL Server. This site is being developed using FrontPage 2000, Dreamweaver, and Drumbeat 2000. Images are created in Adobe Photoshop and ImageReady. JavaScript and VBScript are the main programming languages used in this site. This site contains a dynamic training calendar as is proposed for the SITI site.

This site also contains login user level security.

❖ **Note:** This site is not fully functional from this CD.



## ANE Computer Services

ANE Computer Services is an active member of SITI. Diamondhead Documentation is responsible for the graphic design of this site and by no means do we take credit for the textual content. Again, this site was developed for marketing purposes. [www.aneane.com](http://www.aneane.com) was developed using FrontPage 2000 and Dreamweaver. Images were created in Adobe Photoshop, ImageReady, and Ulead GIF Animator.

- ❖ **Note:** This site is not functional from this CD. You must be on-line to view ANE.

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## Fisher Controls/Rosemount Systems (Field Automation Systems)

Diamondhead Documentation has performed web development for FAS since 1997. The FishWEB intranet is used internally by employees and other Fisher representative to remain abreast of current events. This site is also a clearinghouse for millions of pages of technical data such as hardware and software user manuals, specification files, emergency updates, and customer contact information. FAS products are highly volatile and any bug fixes or explosion reports must be immediately available for deployment to ensure user safety. The [FishWEB](#) was developed using FrontPage 2000. Images were created in Adobe Photoshop, ImageReady, and Ulead GIF Animator. JavaScript is the main programming language used in this site.

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## MidAmerican Energy

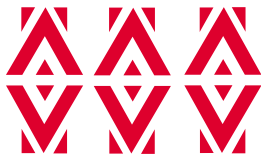
[MidAmerican Energy](#) is an active member of SITI. Diamondhead Documentation is responsible for the graphic design of this site and by no means do we take credit for the textual content. Again, this site was developed for the MidAmerican Learning Systems training center. This intranet site was developed using FrontPage 2000 and HoTMetaL PRO. Images were created in Adobe Photoshop, ImageReady, and Ulead GIF Animator.

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## Herbal Prescriptions

This short-lived site was developed for the Linux platform. This [e-commerce site](#) was developed using FrontPage 2000, Dreamweaver, Macromedia Flash, and Drumbeat 2000. Images were created in Adobe Photoshop and ImageReady. JavaScript is the main programming language used in this site.

- ❖ **Note:** This site is not fully functional from this CD.



## Graphic Design

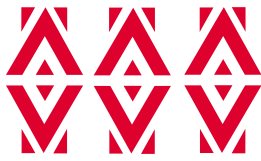
Diamondhead Documentation proposes the following design for the [SITI website](#). Use the Home and About SITI tabs to view functionality. The Back, Member Login, Top of Page, and Next buttons are also semi-functional on these pages.

## Cost Estimate

This estimate reflects approximate costs associated with the SITI website development.

❖ **Note:** Pages include necessary forms. Refer to Forms and Function.

Phase 1	Pages and Definition	Costs
Site Development	<ul style="list-style-type: none"><li>◆ Graphic Design</li><li>◆ Database</li><li>◆ Login and Security</li><li>◆ Search</li></ul>	\$0,000.00
Pages	<ul style="list-style-type: none"><li>◆ Home Page</li><li>◆ Guest Book</li><li>◆ About SITI</li><li>◆ Members</li><li>◆ Company Bios</li><li>◆ Company Members</li><li>◆ Jobs Portal</li><li>◆ Site Map</li><li>◆ SITI Happenings</li></ul>	\$0,000.00
Calendar	<ul style="list-style-type: none"><li>◆ SITI Calendar</li><li>◆ Training Calendar</li></ul>	\$0,000.00
Search Engine Submission	N/A	\$0.00
Hosting	N/A	\$0.00
Credit Card Processing - SSL	N/A	\$0.00
<b>Phase 1 Estimated Cost</b>		<b>\$00,000.00</b>



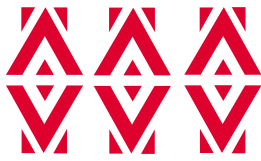
Phase 2	Pages and Definition	Costs
Credit Card Forms	<ul style="list-style-type: none"> <li>◆ New Member Registration</li> <li>◆ Training Registration</li> <li>◆ SITI Calendar Registration</li> </ul>	\$0,000.00
Pages	<ul style="list-style-type: none"> <li>◆ SITI Press Releases</li> <li>◆ Member Company Events</li> <li>◆ Member Press Releases</li> <li>◆ Course Descriptions</li> <li>◆ Event Descriptions</li> <li>◆ ElectriSITI</li> <li>◆ New Member</li> <li>◆ Investor Public</li> <li>◆ Investor Private (no video)</li> <li>◆ Administration (5 Forms)</li> </ul>	\$0,000.00
<b>Phase 2 Estimated Cost</b>		<b>\$00,000.00</b>

Phase 3	Investor Videos	Costs
<b>Initial Setup Fee</b>		<b>\$0,000.00</b>
<p><b>Example:</b> Pricing for streaming video for RealVideo for one minute at 3 connection speeds (28.8K &amp; 56K &amp; 200K):</p> <p style="padding-left: 20px;">Each one-minute clip at 28.8 K produces ~ 0.15 MB</p> <p style="padding-left: 20px;">Each one-minute clip at 56 K produces ~ 0.25 MB</p> <p style="padding-left: 20px;">Each one-minute clip at 200 K produces ~ 1.60 MB</p> <p>One clip of one-minute for all three speeds = 2.0 MB of server space.</p>		
<p>Twenty-five clips of one-minute each for all three speeds = 50 MB of server space and would cost: (Encoding = \$000) + (Hosting = \$00 / mo.) = <b>\$050 for the first month and \$00 per each additional hosting per month.</b></p>		

Diamondhead Documentation, Inc. works on an hourly basis at \$00.00 per hour. If the project can be completed faster than is reflected in the Cost Estimate, the cost of the project will be based on the hourly fee.

Diamondhead Documentation is available to maintain the SITI site on a monthly basis and for training the Executive Director at \$00.00 per hour. Monthly charges will vary depending on the amount of maintenance and training that is required.

All development shall be performed in-house by Diamondhead Documentation employees.



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## Conclusion

Being a SITI Board of Directors member, Tawni Plath is familiar with the SITI government, structure, and expectations of the organization thus reducing the learning curve associated with developing the SITI website and saving SITI associated training costs. Our general business overhead is also low as Diamondhead Documentation is a small company located in Stuart, Iowa.

By investing in Diamondhead Documentation, Inc., SITI shall benefit by improving their website, increasing web traffic, supporting members and becoming a portal for the Iowa software and information technology organizations. This offers high returns compared to the investment of the website development. SITI, its members, and all of Iowa will benefit from this partnership. Everyone will want to be associated with this successful project.