



April 15, 2011

Deanna Simon
San Francisco Department of the Environment
11 Grove Street
San Francisco, CA 94102

Dear Deanna,

Thanks for the opportunity to submit this estimate to create a webapp that would allow users to design and print customizable, image-based signage to be used at points of disposal at events and business sites.

Following is a brief description of the project, a mockup of what the webapp might look like and an estimate for the costs associated with this project.

As you know, we believe in the need for this product and would be excited to work on this with you and your staff. As always, please let us know if you have questions or need more information.

Best regards,

A handwritten signature in black ink, appearing to read "Zachary Warnow".

Zachary Warnow

**PROJECT DESCRIPTION:
SAN FRANCISCO DEPARTMENT OF THE ENVIRONMENT
CUSTOMIZABLE FLIER WEB APPLICATION**

Project Background

In recent years, Big Think Studios has worked with the San Francisco Department of the Environment and Recology to create a series of visual guides that indicate which items can be recycled, composted, or are designated for landfill. These fliers are used for events at points of disposal to guide attendees as to how to sort their waste items. Our customizable flier web-application is being proposed because different events and locations around the city require different, streamlined, image-based signage at points of disposal. On individual occasions in the past, BTS, SFE and Recology have created custom signs for specific events, substituting some image icons for others according to the specific items being used at the event. We believe there is a need for a tool that will allow any user to visit the SFE site and create his or her own, custom Recycling, Compost and Landfill PDFs that he or she can save and print. These could be used at events as small as parties and weddings or as large as major city-wide gatherings, such as Outside Lands. Additionally, business owners could produce their own signs for use in offices, restaurants, stores and more.

WebApp Description

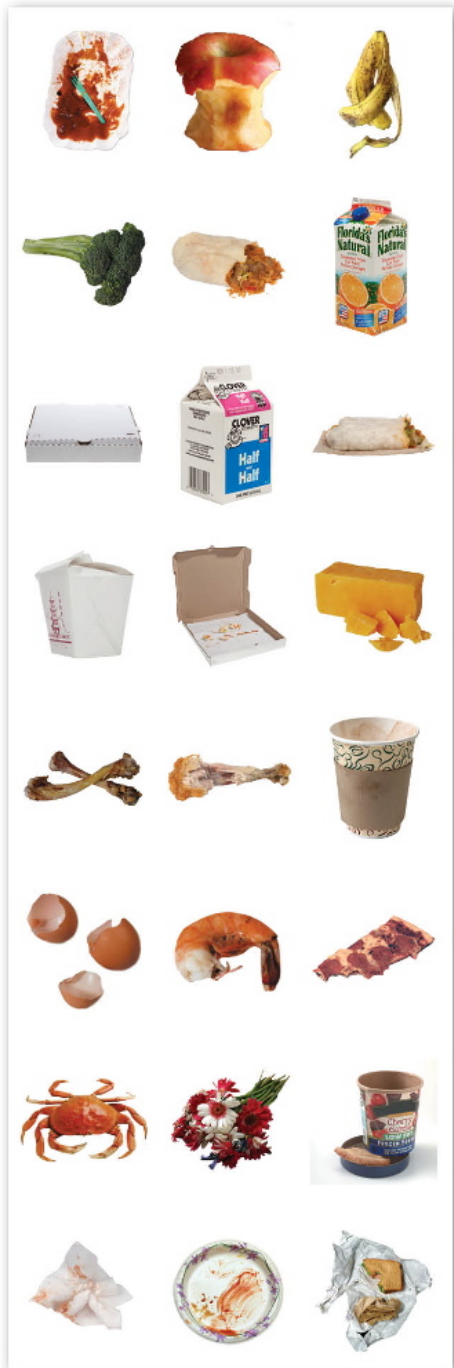
Users of the proposed web application will be able to create unique signs by choosing the relevant icons from an image bank and dragging them onto blank Recycling, Compost or Trash signs. The Flash-based web-app would automatically size the icons appropriately based on the number of selected items and allow users to save and/or print a PDF of their finished signs. The construction of the application will only allow images to be dragged onto the appropriate signs, i.e., compostable items can only be dragged to the compost sign. The application would also allow users to enter a limited amount of text to be printed at the bottom of the sign. The application would be simple and user-friendly, allowing visitors to easily and quickly create the fliers they need.

Please see the image on the next page for a visualization of a sample screen for the proposed webapp.

Optional Admin Interface

If the budget allows for it, we believe a valuable addition to the project would be an administrator interface that allowed SFE or Recology staff to add item images to the bank of images that are displayed on each of the sign creation screens. This would eliminate the need for SFE to contact Big Think Studios or a web programmer each time there was a need to add a new image.

CREATE YOUR OWN COMPOSTING POSTER



COMPOST
堆肥 **DESECHOS Y PAPEL SUCIO**



INSTRUCTIONS:

1. Drag and drop the items from the left column onto the Poster Page above. Items will automatically align themselves and size depending on how many items appear. If you place an item and change your mind, just drag it off the Poster Page and it will disappear. If you need to start over, click the green button below.

2. When you're done, press the Save As PDF button below. You will be asked where on your computer to save your poster. Print it out on your personal printer. Hang it up, stand back, and admire your handiwork.

SAVE AS PDF

CREATE A RECYCLING POSTER

CREATE A LANDFILL POSTER

CREATE A RECYCLING POSTER

**ESTIMATE FOR:
SAN FRANCISCO DEPARTMENT OF THE ENVIRONMENT
CUSTOMIZABLE FLIER WEB APPLICATION**

Wireframe Creation —Big Think Studios will create a series of simple wireframes showing the various pieces of content that will live on each page/screen of the web application	\$750
Design —Big Think Studios will create a design for each of the pages of the web app and work with SFE to refine these designs.	\$3,500
Programming —Using images provided by SFE, Big Think Studios will program the web-app in Flash and either install it directly on the SFE website or turn the assets over to the SFE I.T. team for them to install. BTS will be responsible for all troubleshooting and refinement of the application.	\$6,500
Account Management —Big Think Studios will provide strategic consultation and account management throughout the project.	\$1,500
Subtotal	\$12,250
Additional Elements (see below)	\$3,000
Total	\$15,250

<p>Additional Elements—Per the conversation at the kickoff meeting on 4/7/11, the following additional elements were proposed by SFE. We estimate that across the wireframe, design and programming components of the job, these elements will add 30 hours of time at \$100/hour.</p> <ul style="list-style-type: none"> ▪ Images, when dropped into posters, will be grouped as follows: (eg, for the green template, all food objects will automatically group, as will paper objects, etc.) ▪ Most popular items will rise to top of image options. ▪ Button or link: “Need an item you don’t see?” (as a way for to build our image library to meet the range of needs) ▪ Button or link: Feedback form option, ie: ‘Having Trouble?’ button. ▪ Button or link: “Click here to go to SF Recycling pages” (ie: a way to navigate to our wider range of zero waste programs and assistance) ▪ Social sharing options. ▪ Google analytics will be set up to track zipcode of ip address, number of posters created of each type, number of unique users, where users drop off, XXX 	\$3,000
--	---------