Project Management Plan

1   Purpose

This Project Management Plan (PMP) is provided to describe the program management and technical approach ▮▮▮▮▮ will take in performing work in support of the ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮ ▮▮▮▮▮▮▮▮▮▮▮▮▮ The PMP consists of control processes and procedures in accordance with standard industry practices for project administration, execution, and tracking. This plan is to be used by Team ▮▮ and the Government to execute, track, manage, and evaluate the delivery of the task order requirements. Team ▮▮ will provide sufficient management to ensure that this task order is performed efficiently, accurately, on time, and in compliance with the requirements of the contract.

2   Background

The ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮ is committed to using cutting-edge science and technology in its quest to make the U.S. more secure. The ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮ ▮▮▮▮ is tasked with organizing and supporting the scientific, engineering, and technological resources of the United States and applying these resources to produce and deploy technological tools to help protect the homeland.

The ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮ supports this effort by sharing information about ▮▮▮▮ research and development activities on behalf of the ▮▮▮ components and homeland security practitioners across industry, academia, and all levels of government. Through exhibits and speaking engagements, press releases, media interviews, social media, and articles, ▮▮▮ provides a window into ▮▮▮ research initiatives and technological advancements.

3   Project Execution

The scope of work for this acquisition includes labor, materials, equipment, and supplies necessary to provide digital media and creative services to ▮▮▮▮▮▮▮▮ These services encompass the following areas:

3.1   Task 1 – ▮▮▮▮▮▮▮▮▮▮▮▮▮▮

The ▮▮▮▮▮▮ will provide creative direction and use their digital design knowledge to produce digital publications that are compatible across multiple platforms. ▮▮▮ will achieve this by building on the success of the ▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮▮ ▮▮▮ will continue to expand this digital capability for ▮▮▮ and across the Directorate with interactive media, bringing the ▮▮▮ story and message to stakeholders in new ways. Team ▮▮▮ will bring a sharp focus, wide imagination, and entrepreneurial spirit to ▮▮▮ which is highly valued in the information age of today.

3.1.1   Digital Publications

We will use hardware, software, web, mobile elements and interactive media to conceptualize entirely effective means for communication and engagement across web and mobile platforms. We will analyze your current communications tools and systems and explore innovative new approaches to delivering their message and meeting their goals. We will support the entire development lifecycle from initial user experience research and digital strategy, content development, wireframes, prototypes, front end design, through back-end development, testing and deployment of the final product. We will leverage our digital

design skills to expand ▮▮▮ digital engagement beyond momentary impressions towards meaningful interaction. We will bring forward digital products that will allow ▮▮ to build active and engaged digital communities where participation and consumption continues beyond the initial interaction. We will explore and utilize off-the-shelf technologies, such as DWNLD, which would allow us to rapidly transform printed brochures and fact sheets into customized and branded content rich apps.

3.1.2 Client Collaboration

We will work in a collaborative environment side-by-side with ▮▮ This will lead to the development of successful products. Direct interaction with an organization's leaders and subject matter experts deepens our understanding of their mission, goals, and purpose. We will mesh this first-hand insight with our creative thinking and discovery process, resulting in targeted and effective digital solutions in support of an organization's communications efforts.

3.1.3 Cross-Platform Capability

Our digital team will deliver graphics compatible across platforms that include the ▮▮▮▮▮▮▮▮ iPads/tablets, mobile devices, social media sites, and the ▮▮▮▮▮▮▮▮▮▮▮▮ We will create graphics viewable on responsive websites and applications that adapt to any size screen or device.

3.1.4 Digital Design Knowledge

We will analyze ▮▮▮ broad audiences and key stakeholders to help produce personas, use cases, and usability studies that guide and validate our designs. We will use our previously collected analytics to gather insight on site traffic. Recognizing that user-centered and digital design is at the forefront of redefining the experience of government, we will continue to leverage critical resources such as Usability.gov, Digitalgov.gov, and the U.S. Digital Service to ensure we are incorporating best practices and web design standards as they continue to evolve.

3.1.5 Infographics

We currently see data visualization as an engaging and successful method to helping organizations demonstrate complex processes and capabilities to their stakeholders. Team ▮▮▮ will create visually appealing and effective infographics for both print and digital consumption. We'll analyze your data and your audiences to determine the best approach for the design and delivery of insightful process-based and system-based concepts. We'll deliver static infographics for use in various print formats and we'll also bring your data to life through the integration of interactive charts and graphs when packaging for digital distribution. We will conceptualize graphics that communicate complex technical concepts and systems.

3.1.6 Creative Direction

We will take creative direction and work independently or collaboratively to swiftly develop products that meets requirements and still delivers on attention to detail. Team ▮▮▮ multi-disciplinary, cross-functional team approach allows for adaptability and flexibility in these types of settings. We empower our staff to make decisions and provide them with extensive back-end support.