



BIXLY INC

BIXLY BROCHURE

2020

THE APPROACH

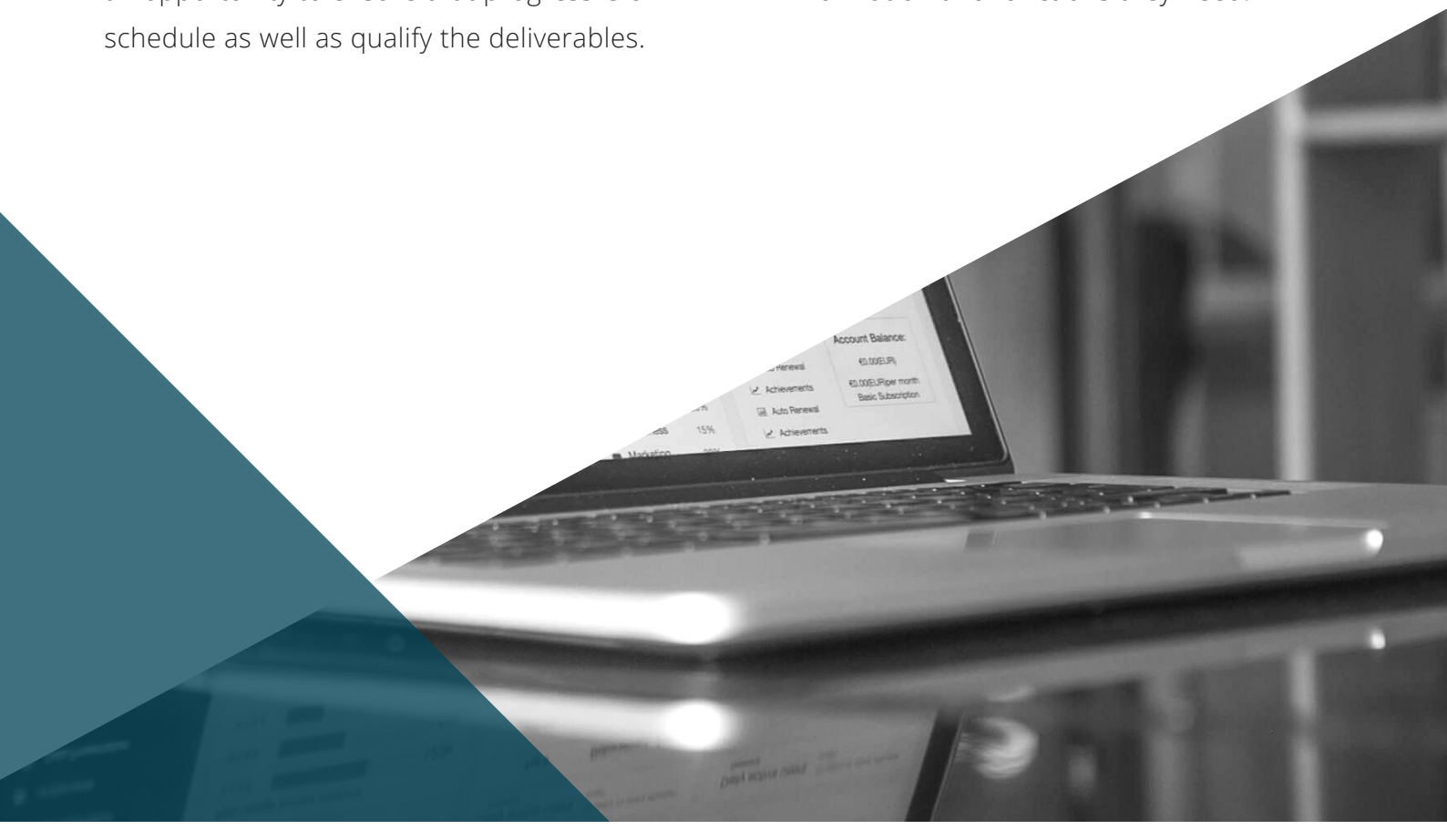
The Bixly development process focus on collaborating with the client at all times. We strive to fully understand your goals for the project. Capturing your user's attention and guiding them quickly to their destination is key. Here are a few methods that we employ to ensure an accurate and well-received product.

Agile Methodology

Our budgets and style are partially derived from the Agile development method. As you provide new feedback, we create new updates to your product. In this way, information continuously flows both ways. This Agile approach provides the basis for the development milestones. Features are built as fully functional pieces and are deployed to a staging environment along the way. Each development milestone provides an opportunity to ensure that progress is on schedule as well as qualify the deliverables.

Collaborative Design

Our design process is highly flexible, and it will adapt to the needs of the project. Throughout the process, we will focus on comprehending the complete functionality, overall design, and detailed user experience for your application. The goal is to understand the features available to your users, as well as provide the perfect user experience. A clear and fast application is key to helping your customers find the exact information and functions they need.



THE APPROACH

Involvement from the C-Suite

Bixly provides a fully rounded approach to all projects. To balance the designers, developers, and project managers, Bixly's c-suite will often interact directly with the team along the various stages of product delivery. Co Founder, Nick Wortley, CEO, Cris Venegas, and COO, Andrew Savala will use their years of experience building software to help guide your project towards successful completion.

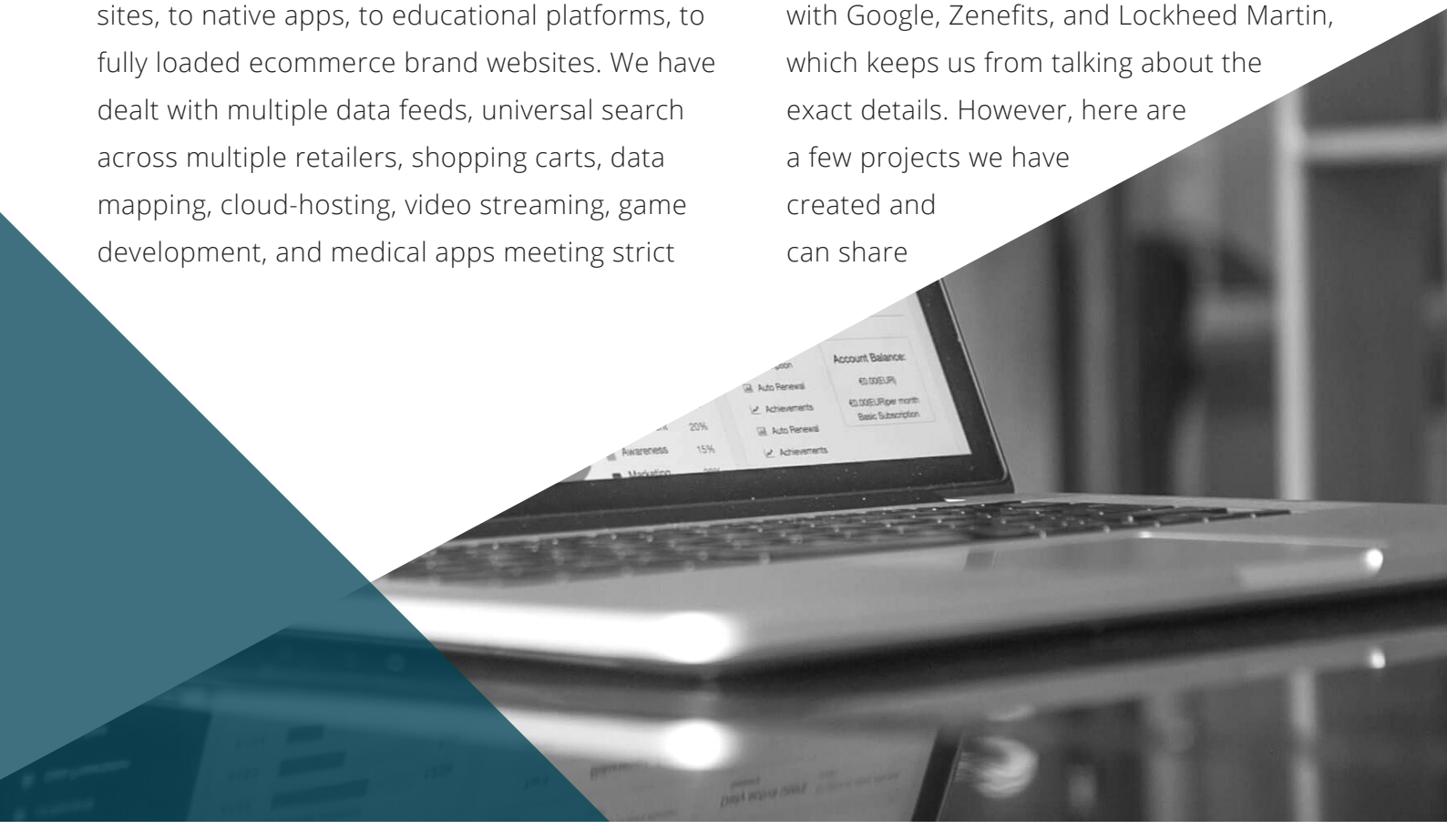
The Team

Our designers, software developers, system administrators, and project managers all have years of experience working for Bixly and have created many incredible projects together. As a close-knit team, we scrutinize each detail of our projects.

PORTFOLIO

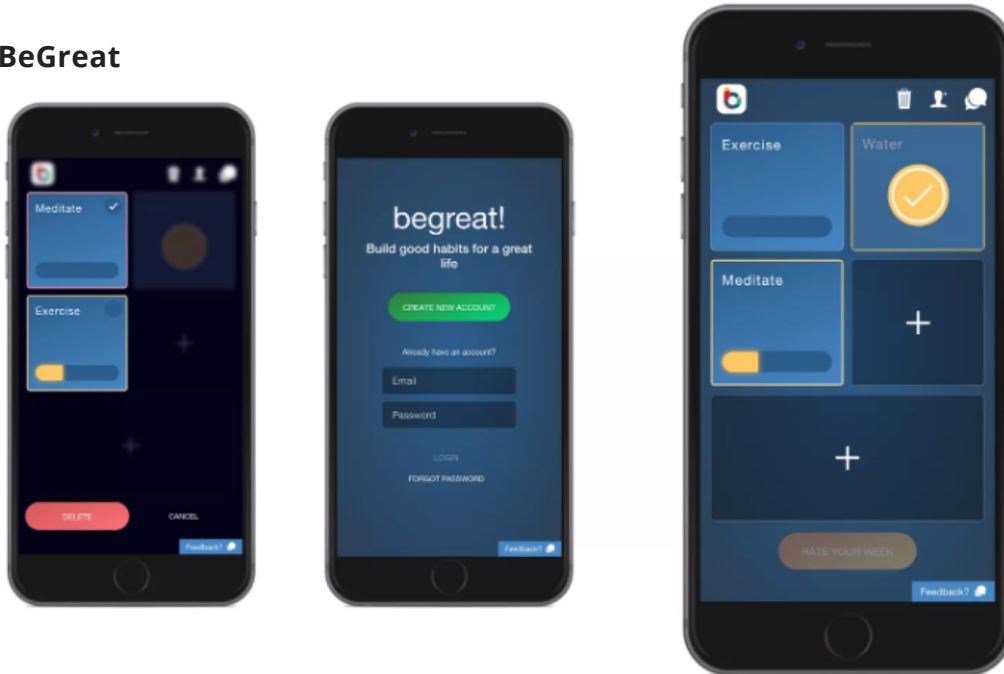
Bixly has developed many projects throughout the years. These projects have covered all ends of the spectrum, from simple sales pages, to mobile sites, to native apps, to educational platforms, to fully loaded ecommerce brand websites. We have dealt with multiple data feeds, universal search across multiple retailers, shopping carts, data mapping, cloud-hosting, video streaming, game development, and medical apps meeting strict

HIPPA compliance. Many of our projects are held behind strict non-disclosure agreements, such as the work we've done with Google, Zenefits, and Lockheed Martin, which keeps us from talking about the exact details. However, here are a few projects we have created and can share



PORTFOLIO

BeGreat



With BeGreat! we created a mobile application which enables people to cultivate good habits and be more effective in their day-to-day life. The project came to us with a rigorous deployment schedule and limited budget. We were able to plan, design, build, and deploy this product to market in less than three weeks time. This was well within the expectations of the client, and a huge achievement for us. To achieve this kind of velocity, we used Ionic and Angular 2+ for mobile development, along with Python Django on the back end. This allowed us to target and develop for multiple platforms with a single specialized team, and also pass along some savings to our client. Since then, the app has further developed as a marketing research platform and can be found on the app store in its new version.



PORTFOLIO

Humans vs. Zombies



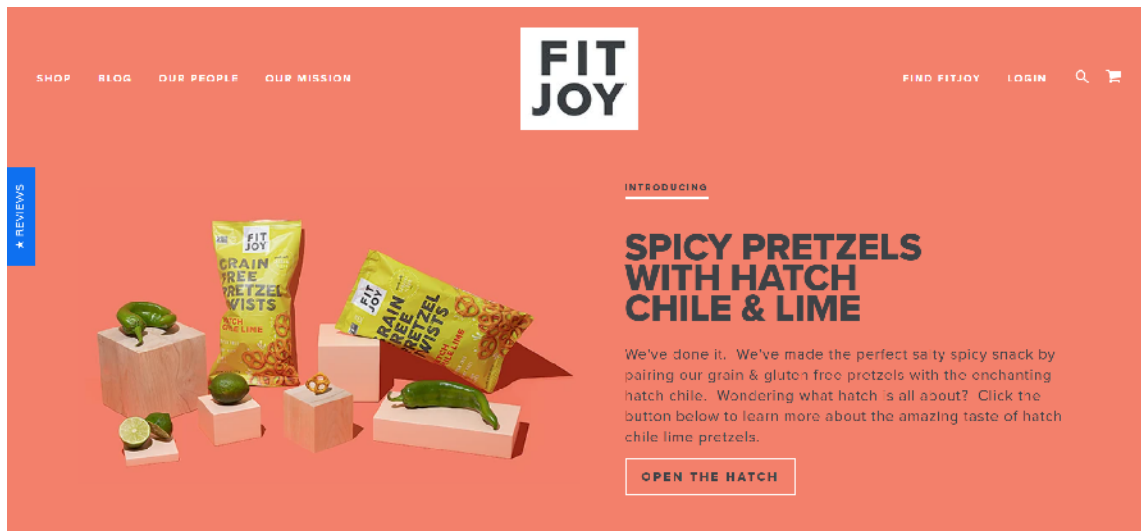
Humans vs. Zombies revolves around large games of modified tag. The matches are primarily held on college campuses or at convention events. Any large venue will do, and the game is a ton of fun to play. The phenomenon began in 2005 and quickly grew in popularity. Much like a Zombie virus, it has now spread worldwide, and touched many people along the way. One of our earlier projects as a company, the site features rule for play, organizing software, and a simple store for buying some sweet swag.

<https://humansvszombies.org>



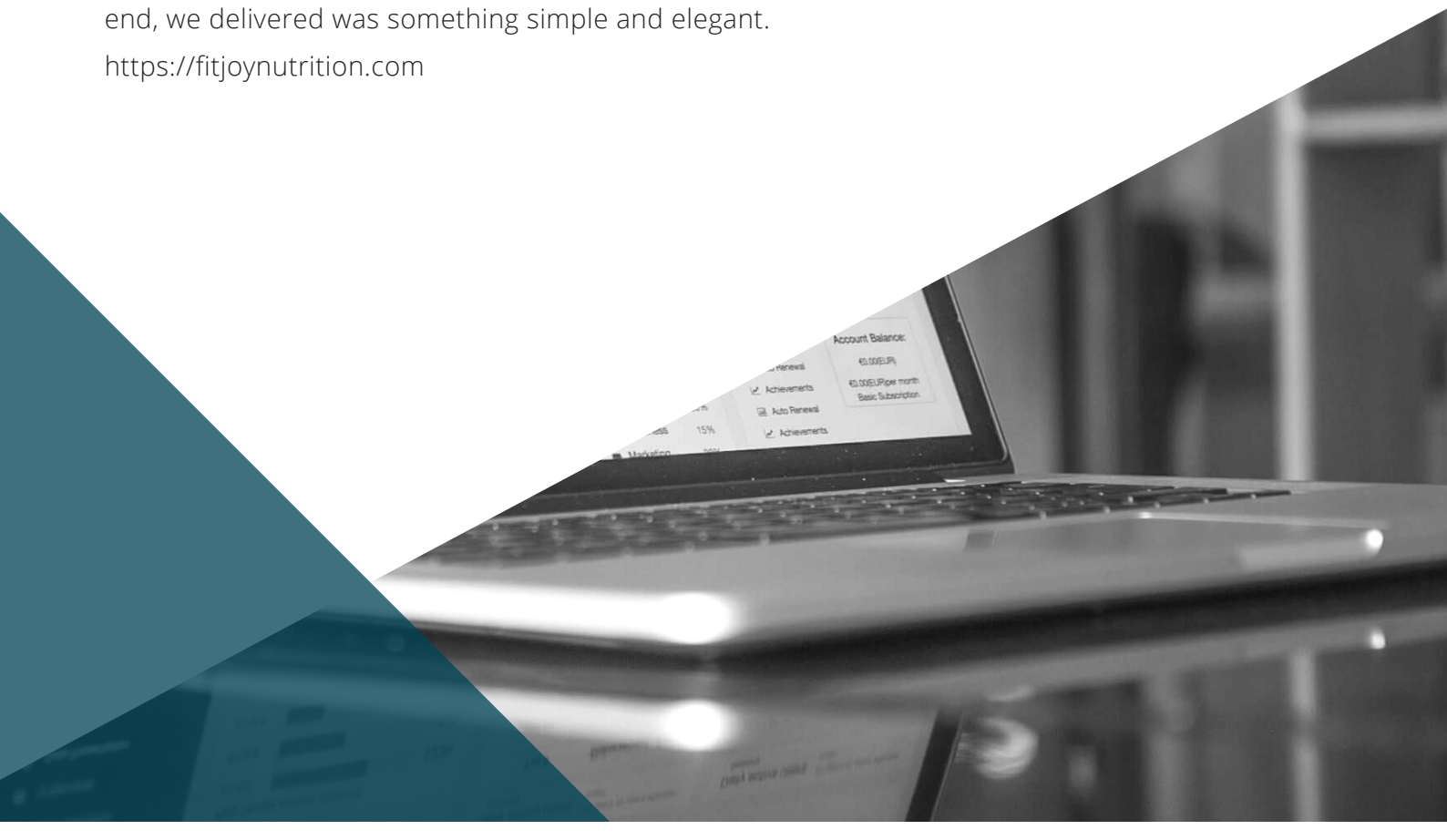
PORTFOLIO

Fit Joy Nutrition



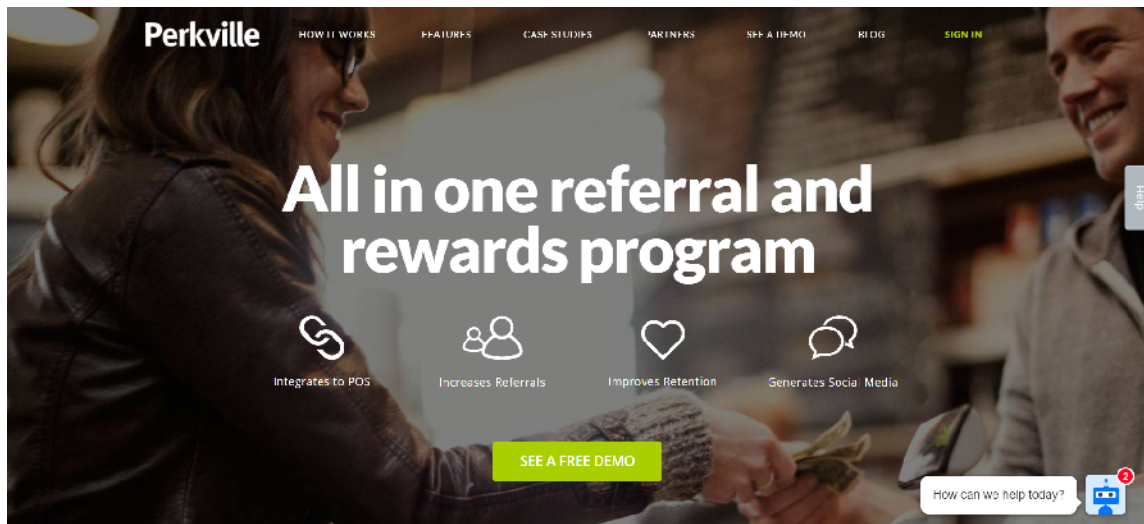
Prototyped, designed, and brought to completion on a tight budget, we worked closely with the investors and key decision makers every step of the way. Through this collaborative design process, we managed to target the exact UI elements required, in order to focus key sales efforts. In the end, we delivered was something simple and elegant.

<https://fitjoynutrition.com>



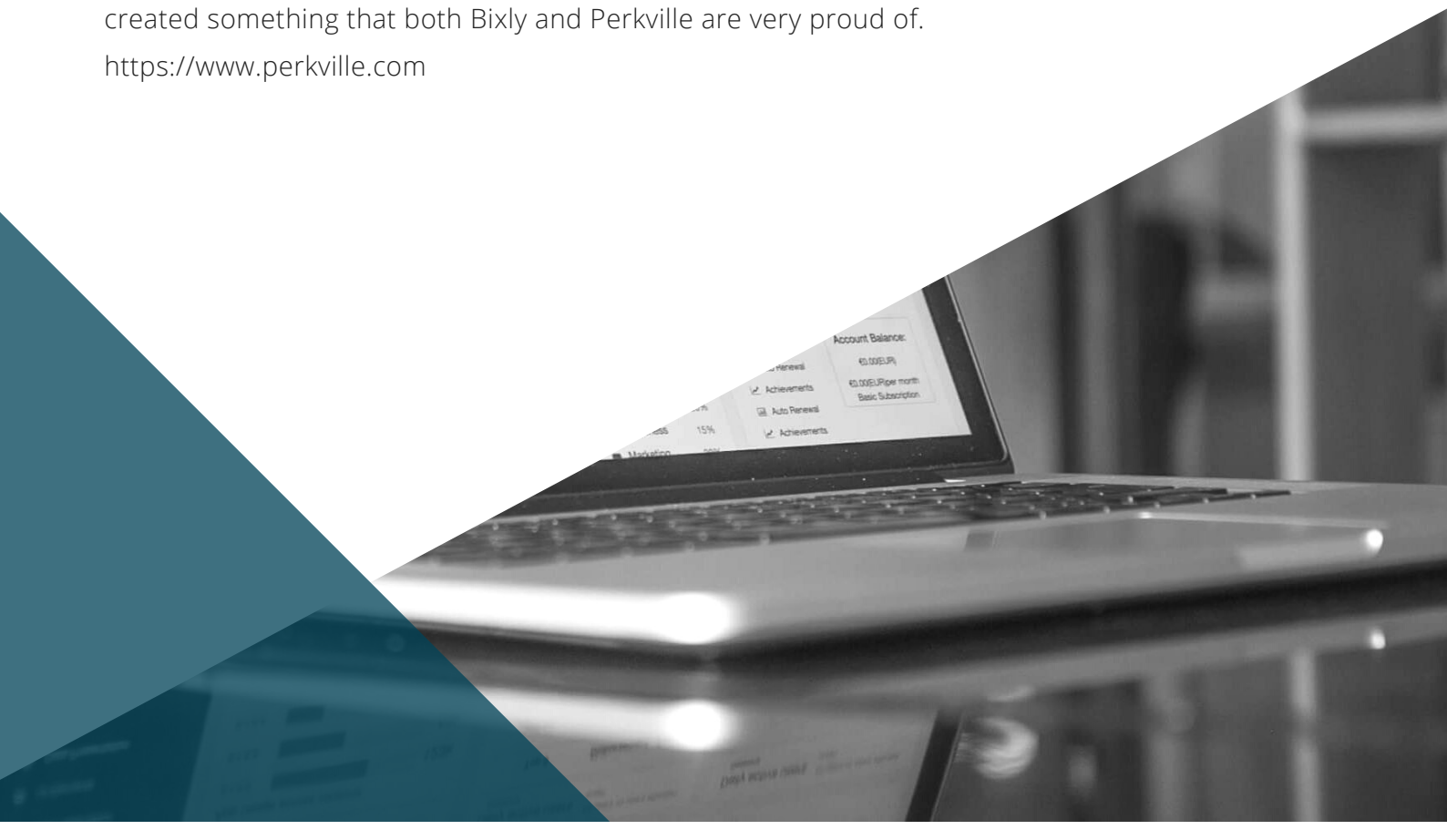
PORTFOLIO

Perkville



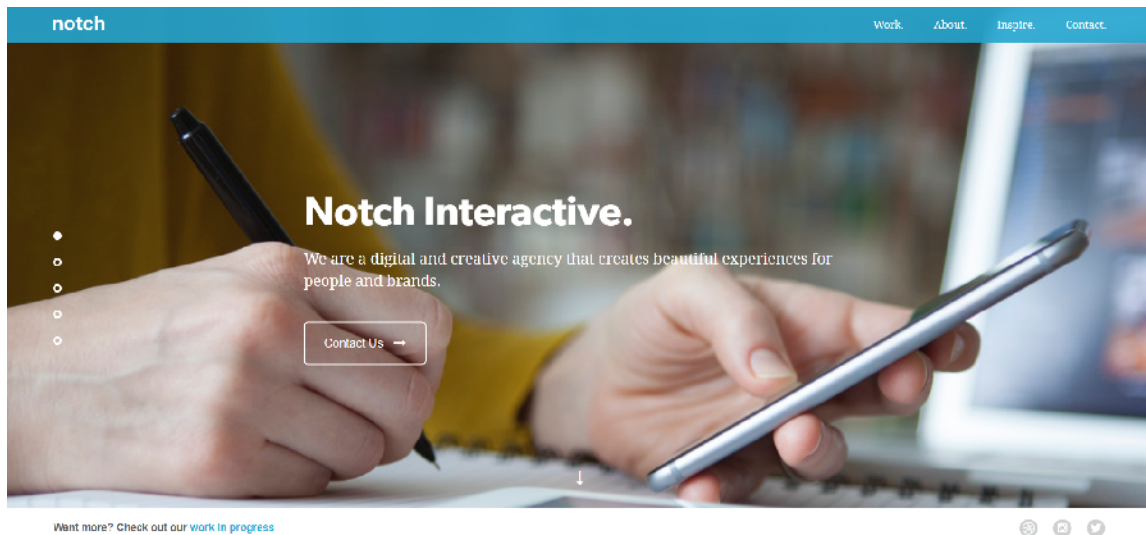
Perkville is an application that allows companies to create rewards programs for their users. Customers will earn points for spending money, referring friends, and even posting things to their social media accounts. This project took quite a bit of architecting and covered a large array of technologies. However, with some good planning, followed by thorough implementation, we have created something that both Bixly and Perkville are very proud of.

<https://www.perkville.com>



PORTFOLIO

Notch Interactive



Notch Interactive is a design firm themselves, so creating a Python back end for their newly provided design was a breeze. We took the completed designs, did some slicing to create PSDs, and then implemented a finished site in no time at all. Our frontend experts are very well versed in this kind of work and have completed many such projects over the years.

<http://madebynotch.com>

Expanded Portfolio of Work

To review a copy of our Expanded Portfolio of Work, please contact info@bixly.com



DESIGN

Our design process is highly flexible and will adapt to the needs of your customers. We focus on fully realizing the brand identity, overall design, and user experience for your application. The goal will be to understand the image you want to portray to your users, as well as provide the perfect user experience. The website will be geared towards quickly getting users to the information they want.

Style Tiles

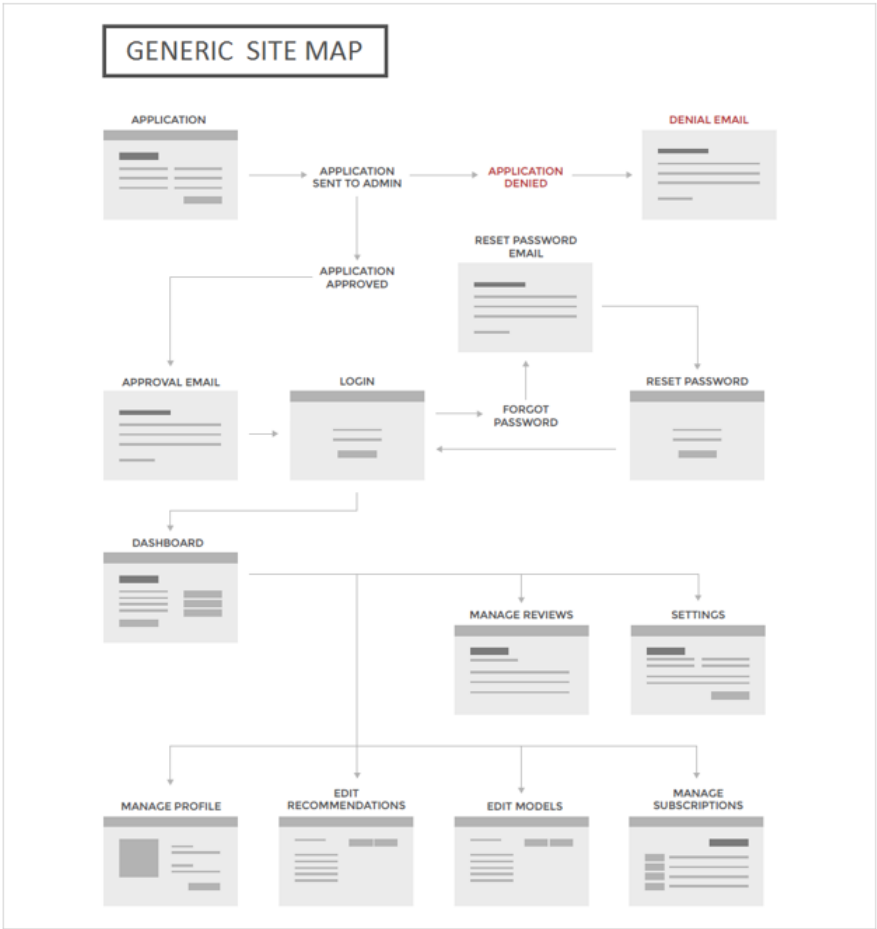
A consistent user interface is a crucial facet of a solid application. To provide a guideline for all future design, a Style Tile is created. This document specifies the color pallet, typography, button styles, and several other elements that will be used repeatedly.



DESIGN

Site Map

As the features are defined, they must be laid out amongst the application screens. A sitemap will be created to define the application flow.



DESIGN

Mockups

Once the wireframes are approved, the style tile guidelines will be applied to create full-color mockups. These mockup images provide the official style for the application. Key pages will be fully mocked up; however, the style tile provides enough basis for the markup team to complete smaller pages without needing a full mockup. This saves time and money when completing the many sub-pages along the way.



DEVELOPMENT

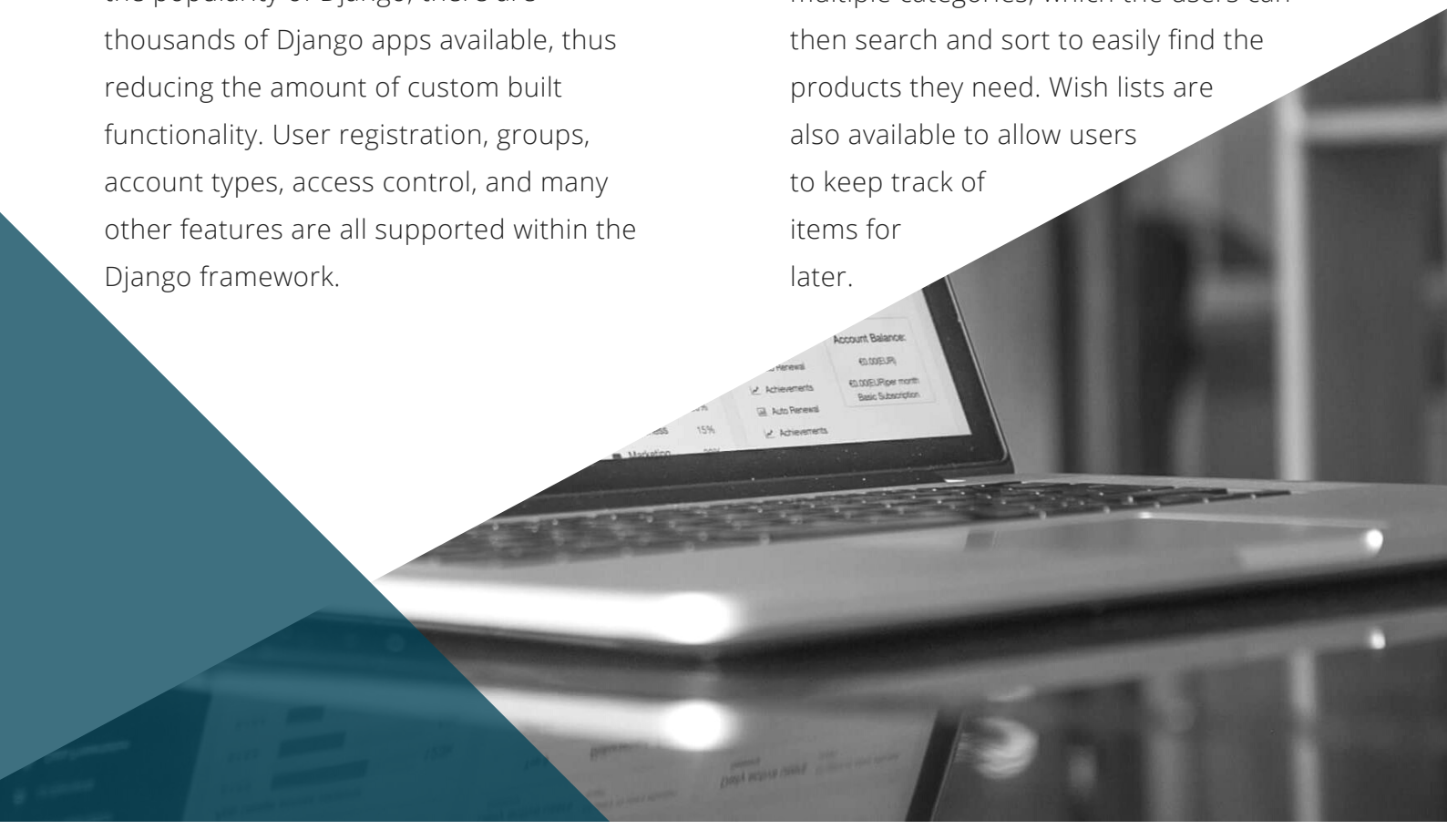
Your project will likely require several distinct pieces of functionality. These may include features such as a faceted search engine, user account management, product listing, shopping cart, PDF creation, CMS, and robust database all built using a strong back end language such as Python with the Django framework. Each of these pieces must work together to make one cohesive final product. We research each item to determine the best tools and packages available. We have chosen such tools in the past as outlined below based on their functionality, integration with other tools, ease of use, and popularity.

Python and Django

We recommend using Python with the Django framework. Python and Django are used by many large enterprises, such as Google, to deploy very modern and powerful web applications. The Django framework is setup to allow “Django Apps” to be easily integrated with your core project, extending the functionality in countless ways. Due to the popularity of Django, there are thousands of Django apps available, thus reducing the amount of custom built functionality. User registration, groups, account types, access control, and many other features are all supported within the Django framework.

Oscar

The Oscar e-commerce framework is a suite of Django apps providing a robust and user friendly foundation for the product listings and order management. The Oscar Dashboard includes product listing management, order processing, shopping cart, and many other tools for staying on top of your store. Items can be placed within multiple categories, which the users can then search and sort to easily find the products they need. Wish lists are also available to allow users to keep track of items for later.



DEVELOPMENT

Wagtail CMS

To allow your team to easily maintain the many info pages throughout the application, we recommend the Wagtail CMS tool. While the search and product listing pages would be custom designed by a team of artists, many other pages need to be rapidly updated and maintained by general staff. The Wagtail CMS provides a powerful, yet simple interface that will allow you to keep things up to date. The Wagtail CMS admin would be integrated alongside the Oscar admin to provide a single interface to manage all aspects of the website.

Easy PDF

Product listings can often include an option for a downloadable PDF. These PDFs need to look professional and be readily available for the users. To provide a very flexible but understandable generation system, we recommend the Django-Easy-PDF app. This app uses standard HTML and CSS to design a “template,” much in the same way a standard webpage is designed, which allows full control over the look and feel for the PDFs. Each product is used to create a PDF which is made available through a download link for each listing.

Authorize Sauce

When users are ready to purchase their products an application such as the Authorize Sauce Django app can be used to coordinate with a payment gateway such as Authorize.net. These applications in conjunction with each other can provide the necessary tools needed to process and complete orders. We also have experience with Stripe, Paypal and WePay to name a few others.



DEVELOPMENT

Convert DB

If an existing project is built on an Access, SQL or other such database type, a tool will be necessary to convert over to PostgreSQL. While a manual SQL-dump approach would suffice, the Convert-DB tool provides a much more powerful and thorough solution. This tool will allow us to not only clone the database over to PostgreSQL, but to also perform the necessary manipulations to properly situate the data in the new database.

PostgreSQL

Using a modern and fast database will provide a solid backbone for the entire project. The PostgreSQL database is a fantastic solution and has been used in projects everywhere.



PROJECT INFRASTRUCTURE

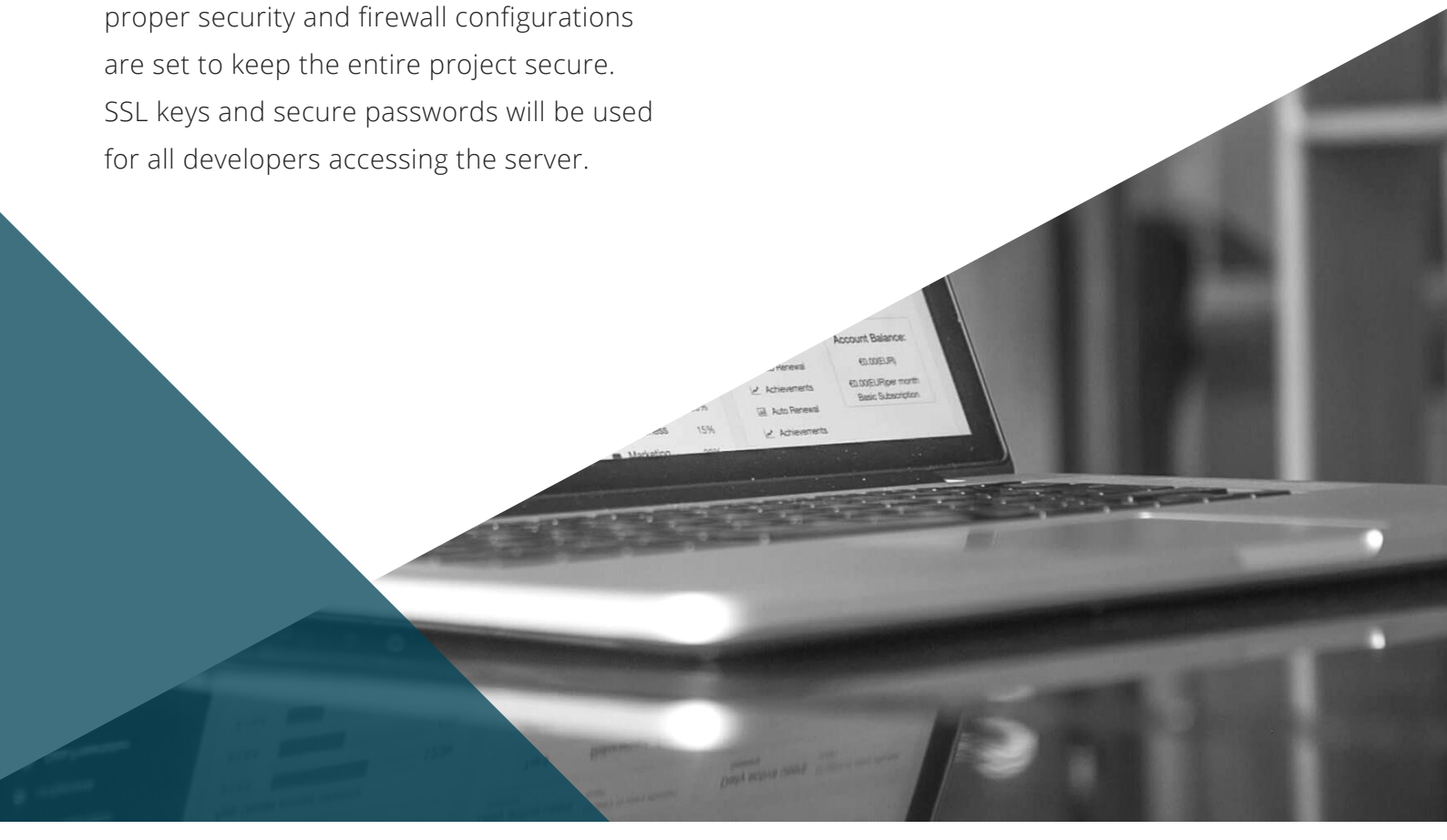
A successful website deployment requires more than quality design and stable software. In addition, it is important to assess, maintain, and update the security measures of your website. To ensure a clean deployment throughout the duration of your project, comprehensive testing along with a clear deployment strategy and schedule must be in place.

Communication, Data, and Application Security

For all secure network communications and user login, SSL encryption will always be used. No private information will be shared over unencrypted channels. The underlying PostgreSQL database will have all the proper access control settings configured to keep your custom information safe. Regarding the production server, Bixly recommends that proper security and firewall configurations are set to keep the entire project secure. SSL keys and secure passwords will be used for all developers accessing the server.

Deployment and Hardware

Throughout the course of development, Bixly will house and maintain the project on a cloud-based server, which is private and can only be accessed by Bixly staff. This instance will emulate the current server architecture using specs provided to us by your team. Upon request, Bixly will deploy the project to the final production server(s).



PROJECT INFRASTRUCTURE

Documentation

Code will be documented inline and parsed to be viewed separately. This way documentation is more likely to be kept up to date. Should full externally maintained documentation be necessary, Bixly recommends using Sphinx. Bixly shall determine the details of full documentation, if the project requires it or upon your request.

Git

Bixly uses locally hosted Git repos (GitLab) to handle version control. Access is tightly controlled and is entirely need-to-know. Only team members on your project will have access to your code. We also have extended experience with GitHub and Bitbucket should you team need a publicly hosted solution.



TESTING

To provide wide browser compatibility, testing will be an important part of this project. Because the project might not render the same across different browsers, our team will verify that the website looks and functions correctly for the latest versions of web browsers and/or the versions required by legacy code. Testing on older browser versions is available upon request according to the client needs.

The cloud tool browserstack.com will be used for testing across devices and OS's.

Optionally, the following can be done to ensure greater stability:

- *Regression and Unit testing*
- *Performance testing*
- *User Interface testing*
- *Load testing*

If these additional testing options are requested, the requirements can be determined by your team and Bixly as necessary.



PROJECT MANAGEMENT

Maintaining proper communication and coordination throughout the project is key to staying on time and within budget. Bixly uses several popular strategies and tools to keep everyone up to date.

Standardized Meeting Schedule

A standardized meeting schedule between you and Bixly will provide the best balance between communication and time necessary to create each piece. Bixly suggests a meeting schedule of a few minutes each day or twice a week on a Monday and Wednesday. Meetings will be kept as short as possible to ensure the optimal use of everyone's time.

Communication

Open communication is fundamental to any successful project. As such, the project manager(s) will be available by phone any time during the normal work week to discuss the project. Emails to and from the team will also help answer questions and provide updates along the way. In addition, an online chat service such as Slack or Skype may be used to maintain clear and current communication throughout the project.



PROJECT MANAGEMENT

Milestones

The project tasks will be broken up into milestones. These milestones act as short-term goals that help keep the project on task. Splitting up the project into milestones helps keep everyone on track and targeted at the same goal. Each milestone will be geared towards completing a fully-functional feature set. This way we avoid the infamous “waterfall” method, which leads to huge problems down the road. At the end of each milestone, code will be deployed to the production server and will be available to use.

User Stories

As the features are discussed and finalized, user stories will be written to act as the official to-do list. These line items form the core of task tracking within a Project Management Tool such as Trello, Basecamp or Jira.

Example user stories:

- **Submit Input Forms**
 - *"As a User, I can use the Submit Inputs Form to enter all of my relevant information."*
 - *"As a User, I can go through the entire list, selecting the appropriate Inputs from each Category, and then click a 'Submit' button so that the system can process my chosen Inputs."*
 - *"As a User, after submitting the Submit Inputs form, I am taken to the Output Results view."*



PROJECT MANAGEMENT

User Stories

Example user stories:

- **Categories**

- "As a User, while using the Submit Inputs form, I am presented with a list of Categories that each include a set of Inputs to choose from."
- "Each Category section displayed within the form has a header that contains the Category Label."
- "Each Category section is marked as either Required or Not-Required. If a Category is Required, I must select at least one Input from within that Category."
- "Each Category section also displays whether I can select multiple Inputs within that Category. This is shown by making the selection markers either circular Radio buttons or square Check boxes."

- **Inputs**

- "As a User, while using the Submit Inputs form, I can use Check boxes or Radio buttons to select the Inputs relevant to my building plans."
- "Each Input item is displayed with its Input Labels and Description."

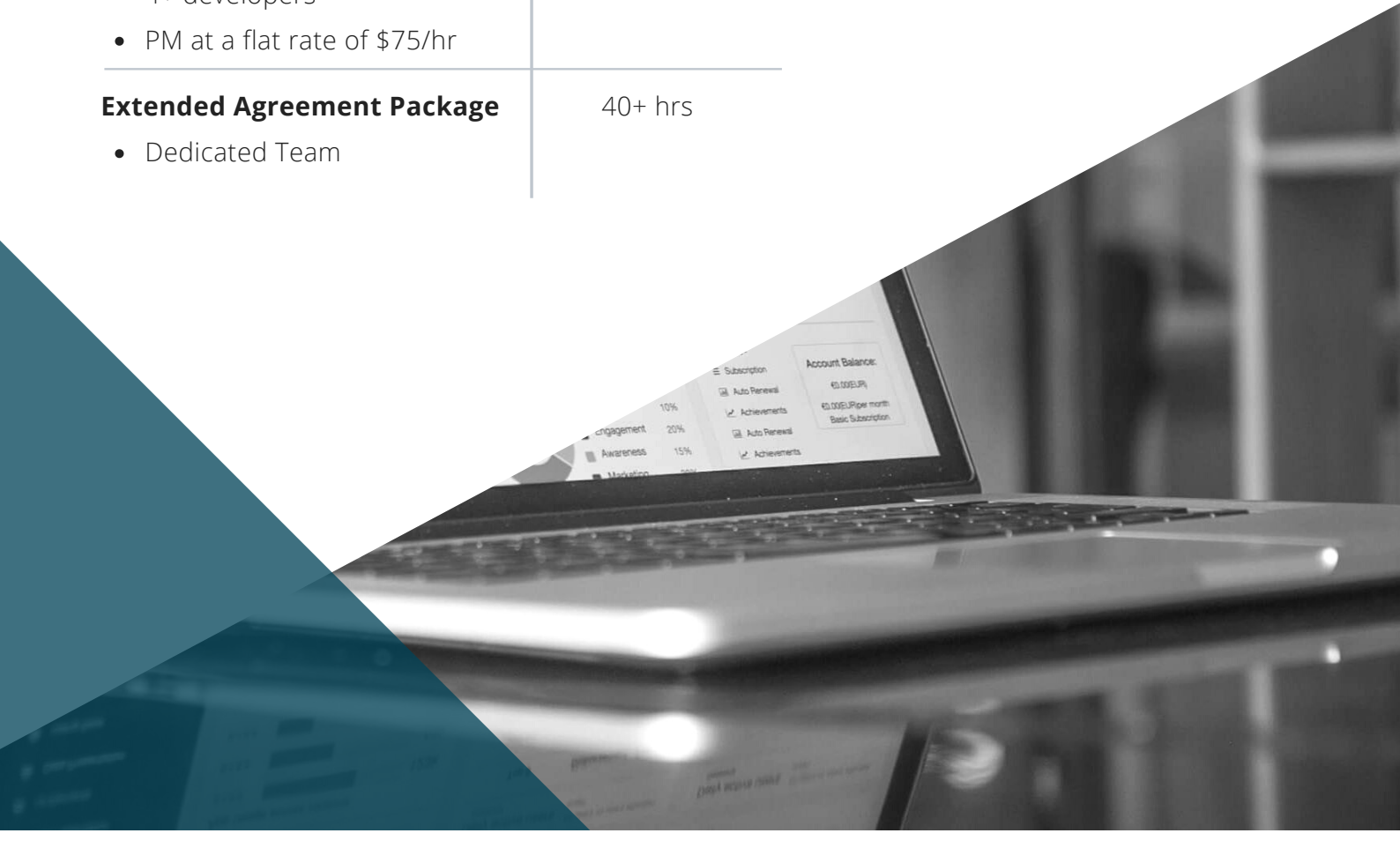


PRICING

We offer a variety of development packages to suit your project's needs, including free project management! Specializing in Time & Materials development, your project is billed at a flat hourly rate with the option for discounts as hours increase.

Looking to lock in a team for six (6) months or longer? We offer even steeper discounts for Clients looking to sign an extended Agreement with Bixly. Contact our Sales Team directly and talk about rates for a six (6) month or longer commitment.

Package Options	Quantity
Solo Package <ul style="list-style-type: none">1 developerPM at a flat rate of \$75/hr	40+ hrs
Scrum Package <ul style="list-style-type: none">2-3 developersPM at a flat rate of \$75/hr	80+ hrs
Surge Package <ul style="list-style-type: none">4+ developersPM at a flat rate of \$75/hr	160+ hrs
Extended Agreement Package <ul style="list-style-type: none">Dedicated Team	40+ hrs



ABOUT US

Specializing in web software development and mobile app development, Bixly Inc. has been in business since 2009 with an A+ BBB rating. We have successfully performed work for several large organizations such as Google, Humans vs. Zombies, Lockheed Martin, and Zenefits. With Bixly you can add quality development firepower without the usual hand holding and training. We are ready from day one all the way to project completion.

Testimonials

"We're really happy with Bixly. The developer that we work with has been great. He's fast, delivers with quality and gets well with our team. Also, Bixly charges very reasonable rates. I highly recommend them."

Perkville

"[Bixly's developer] has become a key player as both a developer and in a support role. I always feel like I can toss him in the deep end and he can analyze the existing code and figure out what needs to be done. He is also one of the best debuggers I've ever worked with. I would definitely recommend Bixly."

Redswimmer

"The meetings stay on point, questions are quickly communicated, and tasks are always completed in a timely manner. I'm not an expert in Django, but I've been very satisfied thus far."

Tendenci

"It has been an absolute pleasure working with Bixly, and we will certainly be contacting them on our future projects."

Good at the Internet

