



PROPOSAL



Request for Proposals: Food is Medicine Institute Website Redesign

July 22, 2026

MOX Collective
1020 S Main St #310
Boise, ID 83702
(208) 240 - 7013



July 21, 2026

Re: Response to Request for Proposals — Food is Medicine Institute Website Redesign

Dear Julia and the FIMI Selection Team,

We are honored to submit this proposal on behalf of Mox to design, develop, and launch the redesigned website for the Food is Medicine Institute. You are asking for a design thought partner who can help a first-of-its-kind academic institute speak clearly to the healthcare leaders and policymakers with the power to act on its evidence — and that is the project we have scoped, planned, and priced in the pages that follow.

Our approach is defined by two core commitments to this project:

- **An evidence-based practice, meeting an evidence-based institute.** You spend your careers replacing assumption with data; we build websites the same way — with eye-tracking studies, user-path mapping, and post-launch analytics in place of aesthetic guesswork. Our commitment: within two clicks, each of your primary audiences reaches the evidence, the examples, and the path to engage that Sections 3.1 and 3.2 of your RFP describe.
- **A commitment to being your most intentional partner.** We do not just act as an outside vendor; we fully integrate into your team. That includes traveling to Boston at our own cost for an in-person kickoff at 150 Harrison Avenue, coordinating day to day through Julia as your single point of contact, and building the Tufts brand-review loop into the schedule from week one rather than treating it as a surprise in November.

We certify that we have carefully examined the RFP, studied the current site, the Rockefeller Foundation site, and the Tufts brand guidelines, and are confident in delivering the visually dynamic, credible platform the Institute deserves — on a January 2027 launch we assess as feasible, with risks named plainly in Section 7.

We look forward to the opportunity to partner with the Food is Medicine Institute. Please feel free to contact us directly at jeff@wearemox.com or 208-240-7013.

Sincerely,

Jeff Barker

Co-Owner & Chief Operating Officer

View an online version of this proposal: fimi.wearemox.com



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1. Organizational Background

Founded in 2021 and headquartered in Boise, Idaho, Mox is a full-service creative agency dedicated to creating digital experiences that are visually engaging, accessible, and easy to maintain. We approach every project with a focus on clarity, usability, and long-term maintainability. Our team's combined expertise in user experience (UX) design, modern accessibility standards, and content management ensures that every site performs reliably across devices and remains simple for staff to update without coding knowledge.

As a collaborative studio, we stay closely involved at every stage, from initial planning through launch and post-launch support. We use modern tools such as Figma for design collaboration and ClickUp for project tracking, giving clients full visibility into progress and deliverables.

At Mox, we focus on three priorities that matter most to our clients:

- ***Creating products that are intuitive and meaningful for the people who use them.***
- ***Clear communication that leads to staying under budget and on time.***
- ***Driving results through evidence-based data and user research.***

Our relevant areas of expertise for this engagement:

- **Website redesign and WordPress development** — from information architecture through custom-coded builds that non-technical teams manage independently after handoff.
- **Evidence-based UX research** — eye-tracking studies, user-path mapping, and behavioral analytics that replace guesswork with data.
- **Accessibility engineering** — WCAG 2.1 AA designed in from the first mockup, not audited in at the end.
- **Content-rich information architecture** — taxonomy systems, structured content types, and findability for organizations with deep libraries of projects, publications, and resources.
- **Mission-driven communication** — helping nonprofits and research-driven organizations translate expert work for the audiences who act on it.

Founded by Jeff Barker and Nathan Zanders in May 2021, Mox was built around the guiding principle: **“Bigger Than The Bottom Line.”** The firm is dedicated to being a creative changemaker, focusing on authentic, purpose-driven solutions that enrich the lives of our clients, their audiences, and our team. Every project is conducted with integrity and humanity, delivering high-impact results without sacrificing our core ethical principles.



Mox Business Information	
Legal Name:	Mox Collective
Address:	1020 S. Main St. #310, Boise, ID 83702
Tax ID	83-3183860
Date Established:	May 15, 2021
Type & Size:	Creative agency; seven-person core project team
Geographic Area of Operation:	Headquartered in Boise, Idaho; serving clients nationally
Contact Information:	Jeff Barker, Co-Owner & Chief Operating Officer · Phone: 208-240-7013 · Email: jeff@wearemox.com
Website Link:	https://wearemox.com/
Portfolio Link:	https://wearemox.com/portfolio

Our approach is defined by a blend of disciplined effort and inventive problem-solving.

We Train Like Athletes by engaging in continuous learning and creative thinking exercises to build stamina and master our craft, ensuring every project is delivered with peak efficiency and performance.

We Think Like Creatives by embracing curiosity, empathy, and strategic questioning to ensure the final design resonates deeply and ethically with the user.

We Work Like Engineers applying rigorous, scalable, and secure technical solutions to create platforms that are not only beautiful but are engineered for long-term compliance, staff maintainability, and security.



Our Creative Philosophy

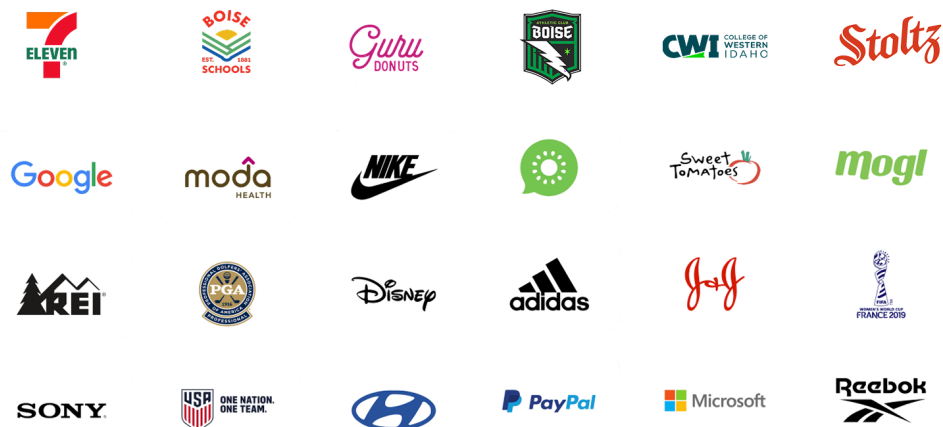
At Mox, creativity is not about flash or ego; it's about impact and integrity. We approach every project with humility, persistence, and empathy — striving to understand not just what the story is, but why it matters and who it's for.

Our creative philosophy rests on six pillars:

- **Creativity is wise** – It's not enough to be right; true creativity is about being right at the right time, in the right way, for the right purpose.
- **Creativity is humble** – Great ideas come from collaboration, curiosity, and vulnerability — not from the fight to be right.
- **Creativity is persistent** – We wrestle with ideas until the right one proves itself. The process is not easy, but it's honest.
- **Creativity is empathetic** – Art and design are acts of empathy, rooted in understanding the people at the other end of the message.
- **Creativity is about questions** – We see creativity as an invitation to wonder, to explore, and to ask better questions.
- **Creativity is ethical** – We reject manipulation and value truth. Creativity, when done right, builds trust and community.

This philosophy defines everything we make — from concept to final cut. Through this lens, our team creates work that not only looks beautiful but also connects deeply with people and inspires meaningful engagement.

Because of our creative philosophy, ethical values, and collaborative approach our team has been able to work with these incredible organizations.





Mox carries comprehensive business liability and professional services insurance suitable for the scope of work described in this proposal. Certificates of insurance and all required coverage documentation will be provided upon award.

2. Relevant Portfolio

Your RFP asks for three to five comparable projects with links, scope, our specific role, and a reference contact for each. The four below are chosen for what they demonstrate about this engagement: migrating a large content library without losing anything, proving design decisions with behavioral data, translating expert research for the people who use it, and leaving a non-technical team fully self-sufficient. Mox was the prime contractor and the sole design and development partner on each.

National Car Wash Solutions — Website Redesign + Learning Hub

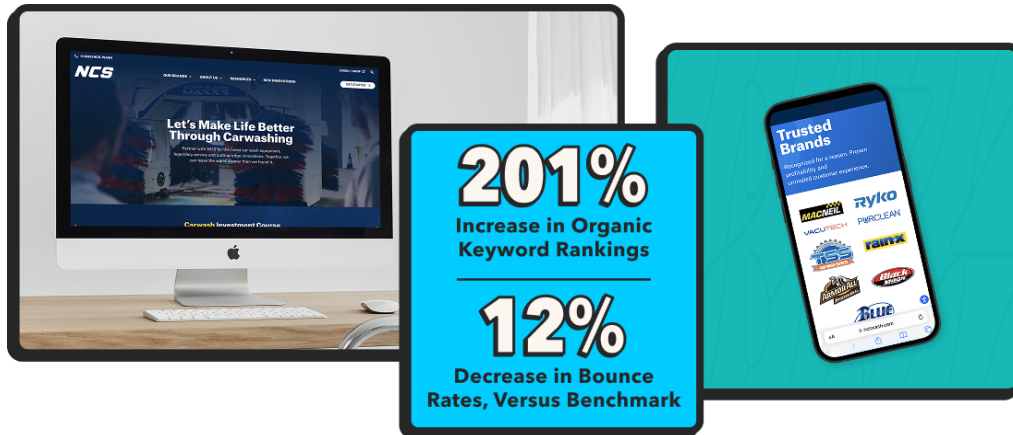
Mox partnered with NCS to redesign their website with a focus on visual impact, clear messaging, and stronger user engagement. We set the key objectives for the redesign and rebuilt the site from the ground up. More than 60 pages of content were migrated into the new platform, including photos and core pages, with custom design templates created for each asset.

The redesign also ensured full WCAG and ADA compliance. Our team worked directly with NCS's compliance staff and partnered with third-party software to provide both immediate accessibility and long-term protection, supported by ongoing compliance checks built into our design process. Search optimization was also a priority, and the new site now significantly outperforms industry benchmarks. Laura Moriarity, Creative Director for NCS, described the Mox team as “an incredible asset” — more like internal team members than external contractors.

Why it matters for the Institute: NCS is what a large, structured migration looks like when it goes well — 60+ pages moved into new templates without breaking what worked. Your migration is bigger (roughly 200 publications, 30 projects, and 25 team profiles), and Section 4 describes the programmatic approach we will use to handle that volume cleanly.

Live site: <https://ncswash.com> · **Our role:** full redesign, development, content migration, and accessibility program

Reference: Sydney Quintana, Director of Regional Marketing, National Carwash Solutions · squintana@ncswash.com



7-Eleven — Eye-Tracking Study

We conducted a specialized user-experience study to refine the 7-Eleven car wash menu. Our goal was to replace aesthetic guesswork with measurable behavioral data, ensuring that customers could navigate complex pricing tiers without friction.

Our Methodology: The Science of Sight. We utilized RealEye webcam eye-tracking technology to record and analyze how participants interacted with four distinct design stimulants. This process allowed us to measure the exact moment of engagement and identify where complexity-induced apathy caused users to stop reading. By analyzing these heatmaps, we could see which elements were being visually digested and which were being ignored despite being gazed at.

What the data showed. Cluttered text and weak hierarchy caused top-tier features to be largely ignored; certain brand elements had contrast and style problems that interfered with reading; and in post-survey testing, participants correctly identified top-package features only 40% of the time. Based on these findings, we pivoted to a methodology built on information blocking and F-pattern reading flows — visually separating titles, details, and pricing, and exaggerating hierarchy on the content that mattered most — transforming a confusing menu into an intuitive, evidence-backed design.

We will bring the same discipline to how the Institute's impact is presented: a statistic like a 49% reduction in hospital admissions only persuades if the page is structured so a first-time visitor actually reads it. Evidence deserves design that gets it read.

Why it matters for the Institute: this is not a website redesign — it is the clearest demonstration of how we make design decisions. For an institute whose entire identity is rigorous evidence, your web partner should be able to show its own.

Our role: research design, eye-tracking study execution, analysis, and final design system · **Reference:** Scott Ginter, Creative Director · sginter@sudscreative.com



Oregon Tilth — NW TOPP Education Portal (In Progress)

We are partnering with Oregon Tilth to design and develop a high-impact digital learning platform for the NW TOPP program, serving crop and livestock producers across the Northwest as they prepare for USDA Organic Certification. The platform delivers ten to twelve non-linear educational modules, each hosting two to three short, practical videos with English and Spanish captioning, supported by on-farm video capture across the region.

Why it matters for the Institute: the core challenge is the one your RFP describes — taking work produced by experts and structuring it so the people who need it can actually use it. It is also our closest analogue to your video-forward content model: short, purposeful video integrated into structured content, built for a non-technical staff to maintain.

Our role: strategy, UX, design, and WordPress development · **Reference:** Claire Davis, Director of Digital, Oregon Tilth · claire@tilth.org · (314) 626-0682

Glocal Community Partners — Nonprofit Rebrand + Website

We partnered with Glocal Community Partners, a nonprofit dedicated to community mentorship, on a complete rebrand and a new WordPress website designed for non-technical staff self-service. The build integrated newsletter marketing and a digital donation platform directly into the user experience, and the organization saw a **40% increase in year-end giving** following launch.

Why it matters for the Institute: a mission-driven organization, a small non-technical team, and a site they now run entirely themselves — with newsletter and engagement integrations that map directly to your Mailchimp and audience-action requirements.

Live site: <https://glocalboise.org> · **Our role:** complete rebrand, design, development, and integrations · **Reference:** Nick Armstrong, Glocal Community Partners · nickarmstrong@glocalboise.org



3. Design Thinking: A Sample Page Concept

You asked vendors to redesign one of your current project pages, and you told us why: they are text-heavy, academic-facing, and quiet about why the work matters. We chose the Medically Tailored Meal (MTM) Interventions page, for two reasons. It sits on some of your strongest evidence — a live Massachusetts Medicaid pilot with real utilization and cost outcomes — and today that evidence is presented as four nested academic aims and a raw journal citation. A health system executive skims it. A legislative staffer leaves.

What follows is a concept, not a finished design. Its job is to show you how we think about the problem. On the real engagement, this thinking would be formalized in the design strategy document before any mockup exists.

Page zone	What we would surface	Why it works for your primary audiences
Hero	A question-led headline — “Can medically tailored meals keep people out of the hospital, and cut costs while doing it?” — a one-sentence plain-language answer, and status, timeline, and funder chips	Passes the first-time-visitor test before anyone scrolls. The current page opens with a protocol; this opens with the question a health executive is already asking
Impact band	Three figures animating on scroll: 49% fewer hospital admissions, a 16% net reduction in total healthcare costs, \$24 billion in potential annual national savings — each linked to its source study	The Rockefeller counter treatment you named, applied to your own data. Numbers stop being decoration and become the argument. Source links protect academic credibility
Audience split	Two side-by-side panels — “For Healthcare Leaders” and “For Policymakers” — each with three concrete takeaways and the key action from Section 3 of your RFP	Answers the question every visitor is silently asking: what does this mean for me? Neither audience has to translate research framing into their own terms



Research aims	The four aims as verb-led cards (Measure, Evaluate, Assess, Share), each with a plain-language sentence and the full academic text one expansion away	Rigor is preserved for the researcher who wants it; reading becomes possible for the staffer who has four minutes. Nothing is dumbed down, only sequenced
Featured finding	The JAMA Network Open result as a readable card — what was studied, what was found, why it matters — with the full citation and DOI directly beneath	A policymaker needs a citation that survives committee review. An executive needs the finding in one sentence. This serves both without choosing
People and partners	The principal investigator, the Tufts team, and named collaborating institutions, surfaced automatically from tagged relationships	Credibility is institutional. Seeing UMass Chan and Community Servings on the page is itself evidence of maturity in the space
Related work	Publications, resources, news, and videos connected to this project, pulled automatically by the shared taxonomy rather than curated by hand	This is the relationship engine from Section 4, seen from the visitor's side. It is also what keeps a first-time visitor moving laterally instead of leaving
Persistent engagement	Contact-the-team and request-a-briefing actions reachable throughout the page, not buried in a footer	Both audience journeys in your RFP end in an action. The path to it should never be more than a glance away

A. The Page, Top to Bottom



B. The Thinking Behind It

Lead with the question, not the protocol. Academic pages are organized the way research is conducted: aims, methods, findings. Audience-facing pages have to be organized the way a decision gets made — what is the problem, does this work, what would it take, who do I call. The redesign reorders the same content around that sequence without removing anything a researcher needs.

Make the evidence felt, then make it verifiable. A 49% reduction in hospital admissions is a remarkable finding presented today as a line of body text. Given scale, motion, and a source link, the same number carries its own weight — and the link is what keeps it credible rather than promotional. This is the discipline from our eye-tracking work: a statistic only persuades if the page is structured so it actually gets read.

Split the audience explicitly, because they are not reading for the same thing. A health system executive is evaluating feasibility and return. A legislative staffer is evaluating whether the evidence will hold up when it is challenged. Most sites make both audiences do that translation themselves. Doing it for them is inexpensive and it is the single highest-leverage change on the page.

Let the taxonomy do the work. Everything in the people and related-work zones is generated from tagged relationships, not hand-curated. That is what makes the design sustainable for a non-technical team: your staff tag a publication once, and it appears on the project, on each author's profile, and in the filtered library automatically.

What this replaces. The current page presents four nested aims in academic prose, a partner list, and a citation. Every one of those elements survives the redesign — the aims, the collaborators, the publication. What changes is sequence, hierarchy, and who the page is speaking to first.

C. Design and Brand Direction

The concept works within the Tufts University brand guidelines rather than around them. Tufts Blue leads and is reserved for large headings, consistent with the university's own accessibility guidance that it should not be used for body text. Secondary palette colors are used only to signal categories of information — one for healthcare-facing content, one for policy-facing content, one for peer-reviewed evidence — so color carries meaning rather than decoration. Typography follows the Tufts brand type system. Every zone described above contains at least one visual element beyond text, per your Section 4.3, and the counters and scroll behavior respect reduced-motion preferences as a baseline accessibility requirement.

We would apply this same treatment across your project library as a repeatable template — not a one-off page. The value is in a structure your team can fill for all 30 projects, which is exactly what the design strategy document exists to establish.



4. Technical Approach

This section follows the order of your Section 7.4 checklist.

A. CMS Recommendation: WordPress

We recommend WordPress, and the case is specific to you rather than generic to us. First, **continuity where it lowers risk.** Your current site already runs WordPress on a Pantheon environment. Recommending WordPress means this project is a redesign and a re-architecture — new templates, new taxonomy, new editorial experience — without a platform migration underneath it. On a January 2027 timeline, that is the difference between solving one hard problem and solving two.

Second, it is built for a non-technical team. We build on a WordPress core with the Elementor Pro visual framework and custom code where templates fall short. Day-to-day editing is visual: your staff click into a page, edit text and media in place, and publish. We lock global styles and configure custom user-role permissions so no one can accidentally break a layout. And for the structured content that dominates your site, adding a publication or a project is a guided form — title, summary, tags, related people — not a page-building exercise.

The honest comparison. Drupal is a capable platform and Pantheon supports it well; it is stronger than WordPress for some enterprise permission models. But its editorial interface carries a steeper learning curve for content editors, and your RFP names non-technical staff self-sufficiency as the primary consideration. That consideration decides it.

What Tuesday looks like for your staff. A program manager logs in, opens Publications, clicks Add New, pastes the citation, writes a two-sentence plain-language summary, tags the related project and team members, and hits Publish. The publication immediately appears on the project page, on each tagged author's profile, and in the filtered publications library — automatically.

B. Pantheon Deployment

A straight answer: Mox has not deployed a site on Pantheon before. We will not pretend otherwise, and you should weigh it. Here is why we are confident it will not put your timeline at risk: Pantheon hosts standard WordPress — the platform we build on daily — and its dev, test, and live environment model is the same Git-based staging workflow we already use on every project. We will follow Pantheon's published WordPress best practices, use its Multidev environments for design-review staging, and coordinate with Tufts' Pantheon account administrators in the first two weeks of



discovery. Any ramp-up time on Pantheon’s tooling is ours to absorb — it is priced into our fixed fee, not into your schedule.

C. Taxonomy and Content Relationship System

The relationship system in your Section 4.1 is the technical heart of this project, and we treat it as a first-class deliverable with its own budget line. Our recommended architecture:

- **Structured content types.** Projects, team members, publications, resources, news and media stories, videos, and events each become a custom post type with defined fields — not free-form pages. Focus areas and program types are implemented as shared taxonomies applied across all of them.
- **Extend your vocabulary, don’t discard it.** Your current projects library already filters by Project Type, Domain, Population, and Status. We will rationalize and extend that vocabulary with your staff during discovery, so the taxonomy reflects how the Institute actually thinks about its work.
- **Bidirectional relationships.** Relationship fields link content in both directions: tag a team member on a project once, and the project appears on their profile while they appear on the project page. The same applies across publications, resources, news, and videos.
- **Automatic surfacing.** Templates query relationships at render time — a project page surfaces its related people, publications, resources, news, and videos with no manual curation, exactly as Section 4.1 describes. Collection pages filter across all taxonomy fields.
- **Maintainable by non-technical staff.** Relating content is a checkbox-and-search interface inside the editor. Our training tutorials cover it explicitly, and our post-launch support includes a tagging health check.

D. Findability Strategy (Required Discovery Deliverable)

We will deliver a written findability strategy at the close of discovery, alongside the design strategy document. It brings navigation, search, taxonomy, and content linkages into one coherent system:

- **Site search.** A dedicated search platform indexing every content type and document, with weighted, configurable ranking. A policymaker searching “produce prescription evidence” sees evidence summaries and policy-ready resources ranked above passing news mentions; a health executive searching “medically tailored meal cost data” lands on cost findings, not an events archive. Results are grouped by content type so visitors can see the shape of what exists.



- **Taxonomy-driven navigation.** Tags and filters let visitors move laterally — from a project to its publications, from a team member to their focus areas, from a resource to related projects — without returning to the top navigation.
- **Audience entry points.** Persistent “For Healthcare Leaders” and “For Policymakers” pathways in a mega-menu with a brief orientation statement at the top of each dropdown — the Rockefeller pattern you named — plus audience-relevant modules on key pages so the right path is reachable from anywhere, not only from the home page.

E. SEO Strategy

We will implement a leading WordPress SEO plugin configured for your audience-targeted terms, with a keyword strategy built during discovery around the searches your primary audiences actually run — food is medicine evidence, medically tailored meal cost data, produce prescription outcomes, and the policy-tool queries your team hears from legislative staff. Structured data (Article, ScholarlyArticle, Person, and Organization schema) makes publications and profiles machine-readable, and a complete redirect map preserves search equity from every retiring URL through the hard cutover.

F. Content Migration Approach

Given the volumes in your Section 4.5 — approximately 200 publications, 60 news items, 30 projects, 30 resources, 25 team profiles, 15 videos, and 12 events — migration splits into two tracks. **Programmatic** for high-volume, consistently structured content: publications and news are exported from the current WordPress database, transformed, and imported into the new content types with tags mapped in bulk. **Manual** for high-value, low-volume content that deserves editorial attention: projects, resources, and team profiles, where summaries are rewritten for your primary audiences rather than copied as-is. Your staff make final retention decisions during the discovery audit, and Section 7 shows where student support meaningfully accelerates tagging quality assurance.

G. Accessibility — WCAG 2.1 AA

We treat accessibility as a core engineering requirement from day one, building WCAG 2.1 AA into design and code rather than auditing it in at the end, consistent with the Tufts digital and web accessibility standards at access.tufts.edu. A candid note: visual page builders can generate cluttered markup if used off the shelf, which is exactly why our builds pair Elementor with disciplined custom code — semantic HTML, ARIA labels, logical focus states, and keyboard operability are engineered, not assumed.



Testing, documentation, and ongoing conformance. Before launch we run automated scanning against every template alongside manual screen-reader and keyboard-only testing. We deliver a written conformance report covering each template. And because accessibility drifts the moment staff begin publishing, our training covers accessible publishing practices — alt text, heading structure, link language — so conformance survives handoff.

H. Performance and Core Web Vitals

Every primary template will meet Google’s “good” Core Web Vitals thresholds, measured on throttled mobile connections, not just desktop. How we get there on a media-rich site: modern image formats with responsive sizing and lazy loading; deferred and minified scripts; video facades so YouTube and Vimeo embeds load as lightweight previews and only fetch the full player on interaction; and data visualizations that initialize on scroll rather than blocking first paint. During discovery we capture a performance baseline of the current site so improvement is provable, not asserted.

Module	What it does for your visitors	Our approach
LinkedIn social feed	Recent Institute posts on the home page	LinkedIn’s API limits third-party feed display, so we will implement via a supported feed service or a curated-embed approach and confirm the method with you in discovery — stated plainly now so it is not a surprise later
Mailchimp newsletter signup	Prominent home-page signup	Compatible plugin integrated with your Mailchimp audience, with tagging for source attribution
YouTube / Vimeo video	Fast-loading, visually integrated video	Facade-based embeds styled to the design system; captions supported



Google Analytics 4	Institute insight into audience behavior	GA4 with events for the actions that matter — briefing requests, resource downloads, contact clicks
Cookie consent management	Privacy-regulation compliance	Consent banner with privacy-preserving defaults, integrated with GA4

I. Modules, Integrations, and Plugins

Supporting plugins planned: a leading SEO plugin, a dedicated search platform, a forms plugin, security hardening, and migration tooling. If a specialized premium plugin proves necessary for an advanced feature, we present it transparently and pass the subscription through at cost with zero agency markup.

J. Tufts Brand Compliance

We confirm that our proposed design will comply with the Tufts University brand guidelines at brand.tufts.edu/guidelines — color palette, typography, logos, lockups, cobranding, and voice and tone. We have already read them: the sample page concept in Section 3 leads with Tufts Blue, uses secondary colors only to signal categories of information, and respects the guideline that Tufts Blue is reserved for large headings rather than body text. We will coordinate with Tufts central marketing at the design strategy and mockup gates so university sign-off is scheduled, not discovered.

K. Pre-Development Design Strategy Document

Before any mockups begin, we deliver the design strategy document your Section 4.3 requires. It will synthesize the RFP's requirements, the audience framework, and your communication goals into a clear creative direction: the visual approach and how it serves healthcare leaders and policymakers while reflecting the Institute's academic credibility; the structural approach to the home page, project pages, and the Impact section; the content hierarchy principles that govern how impact and relevance are communicated at every level; and an explicit statement of how the redesigned site differs



from the current state and why each difference serves your goals. We present it live, take your two rounds of consolidated feedback, and nothing gets designed until it is approved.

5. Process and Collaboration

Given the August 2026 start date, we name the specific individuals below. This is the team that does the work — not a bench.

Mox is committed to keeping this core team intact through launch. Should a team member leave the company or become unavailable, we will immediately provide a replacement of equal or greater expertise at no disruption to the project timeline or budget, subject to the Institute's final approval.

Jeff Barker, Project Lead / Development Director. Jeff brings over a decade of experience in UX design and digital strategy, having overseen more than 500 web development projects. He is highly skilled in front-end development, SEO, and UI/UX design. For this project, Jeff leads development and technical execution, architects the taxonomy and content relationship system, and owns the Pantheon deployment path.

Nathan Zanders, Research Director. Nathan oversees visual strategy, community research, and discovery workflows, with more than ten years of experience in creative direction and project production management. For this project, Nathan leads discovery — stakeholder interviews with Institute leadership and researchers, audience research with healthcare leaders and policymakers, and the findability strategy.

Matthew McMorro, Project Manager. As Director of Client Experience, Matthew brings over six years of expertise in project management and client engagement. Since joining Mox in 2022, he has focused on technical execution and client satisfaction. Matthew is your primary day-to-day contact: he coordinates directly with Julia, runs the weekly cadence, and manages the two-round feedback windows and the university sign-off calendar.

Jonathan Marshall, Creative Director / UX. Jonathan has over 15 years of experience in creative strategy, branding, and high-level ideation. He has led branding and digital marketing efforts for world-class agencies and Fortune 100 companies and his career is defined by purposeful partnerships in the education, public health, and social sectors. For this project, Jonathan leads the design strategy document and the visual system.

Einar Schelin, Copywriter. Einar is a producer and copywriter with over five years of experience in storytelling, content development, and media strategy. For this project, Einar writes the plain-language summaries and audience-facing rewrites that turn



academic content into pages a health executive or a legislative staffer will actually read, and scripts the video tutorial library.

Forrest Tindall, UI Designer. Forrest is a UI/UX and product designer who also builds, translating complex user needs into clean, functional interfaces and the production-ready code behind them. For this project, Forrest closes the gap between the visual system and the built templates — including the data-visualization components.

Ally Miller-Buck, Production Designer. Ally has designed and led UI for over 50 websites and multiple applications, portals, and large-scale digital experiences. For this project, Ally carries the design system across every content type at production scale and runs design quality assurance through the migration period.

Workflow from kickoff to launch. An in-person Boston kickoff opens discovery; discovery produces the content audit, the taxonomy architecture, the findability strategy, and the design strategy document; approved strategy flows into site architecture, then high-fidelity mockups, then development on Pantheon; migration and QA run against staging; training videos are delivered before launch; and a hard cutover retires the current site the day the new one goes live. Section 7 puts dates on each step.

How we handle the two-round revision process. Your team delivers consolidated feedback within seven business days of each major deliverable; we return revised deliverables within seven business days of receiving it — the same standard we are asking of you. Feedback is tracked in Figma and the Client Portal so nothing is lost between rounds. Requests beyond the two-round limit are scoped and priced transparently at our standard rate before any work begins — no surprise invoices.

Launch cutover and sunset. We freeze content on the legacy site five business days before launch (with a coordinated exception path for urgent news), run a final delta migration, launch from Pantheon's live environment during a low-traffic window, execute the full redirect map at cutover, and sunset the current site the same day, per your Section 4.6. A rollback plan is held for 72 hours, and a post-launch crawl catches any broken links.

Coordinating with your team. Matthew coordinates day to day with Julia through weekly check-ins and Slack or Teams for everything in between. The Client Portal is your single source of truth for approvals, milestones, contracts, and invoices, and your team can have direct visibility into our ClickUp workspace. Strategic decisions route to your Managing Director and Director at the milestone gates, and Tufts central marketing review is scheduled at the design strategy and mockup gates so approvals arrive on the calendar, not after it.

Training and documentation — confirmed in scope. We deliver the complete screen-recorded video tutorial library your Section 4.7 requires, covering every task on your list: updating home-page content (hero, featured statistics, spotlight, news module);



adding and editing publications with summaries and tags; adding and editing projects, including relating team members, publications, resources, videos, and news; team member profiles and headshots; news and events posts; updating the Stories page with new video features or narrative case studies; managing the newsletter signup and social feed module settings; and using the taxonomy system to tag and relate content across the site. Videos are recorded on your actual staging or production site, clearly titled, organized in a shared library, delivered before launch, and refreshed if a post-launch template change makes one obsolete.

Post-launch support — one full quarter, confirmed. For three months from launch, we resolve bugs, broken elements, and functional issues at no additional cost, responding within the windows your RFP defines: same business day for critical or site-blocking issues, two business days for non-critical ones. The support scope is explicitly not limited to technical fixes — hours may be directed to reworking a page layout that is not performing, refining a template against real content, or adjustments that emerge as your team takes the wheel. Hours are tracked in ClickUp and reported monthly through the Client Portal, so allocation is visible, not mysterious. An optional retainer beyond the quarter is priced in Section 8.

6. Preparing for This Project

You asked two unusually good questions: what we will need from you, and how client-side teams inadvertently slow projects like this. Straight answers to both.

What we need, and when. At kickoff (late August): brand assets, access to the photo library, Pantheon and analytics access, your Tufts IT and Pantheon account contacts, and the internal prep work from Q2. During discovery (September): a decision pass on the content audit — what migrates, what retires; you decide, we structure the spreadsheet — plus the publication export and your two consolidated feedback rounds on the design strategy document. At design (October–November): consolidated feedback within seven business days at each gate, and university brand sign-off at the strategy and mockup gates. During migration (November–December): plain-language summary reviews, tagging quality checks, and final retention calls. Before launch (January): a user-acceptance pass by the people who will actually run the site, and the launch-window decision.

How projects like this slip, honestly. We have seen each of these more than once:

- **Feedback arrives from many voices, unconsolidated.** Reconciling contradictory notes burns revision rounds. Your single point-of-contact structure through Julia is the right one — protect it.



- **The decision-maker misses the milestone.** If Managing Director and Director review happens after a gate rather than at it, every approval takes two cycles instead of one. Book leadership review windows now against the dates in Section 7.
- **Content decisions get deferred.** “We’ll decide what to keep later” is the most common schedule-killer in migration projects. We will bring you a structured audit early; deciding during discovery is what keeps December calm.
- **Scope arrives after approval.** Good ideas show up mid-build. We keep a visible phase-two backlog so ideas are captured and honored without derailing January.
- **The review loop nobody scheduled.** University brand sign-off is a known dependency on this project — so it goes on the calendar in week one instead of being discovered in November.

What the Institute can do to be a great partner from day one: pre-book the review windows, keep the single feedback owner, treat the content-retention pass as a real working session rather than an email thread, and let the phase-two backlog hold the good ideas that arrive late. Teams that do these four things launch on time.

7. Project Timeline

The schedule below runs from contract execution in mid-August 2026 to a January 2027 launch, honoring your two-round revision process at each major milestone and treating the December holidays honestly rather than pretending they will not affect either team.

Phase	Milestone	Start (Est.)	Complete (Est.)
Project Initiation	Contract execution, access provisioning, kickoff scheduling	Aug 17, 2026	Aug 28, 2026
Phase 1: Discovery + Strategy	In-person Boston kickoff, stakeholder interviews, audience research, content audit, taxonomy architecture, findability strategy, design strategy document (two feedback rounds)	Aug 31, 2026	Oct 9, 2026
Phase 2: Design	Site architecture (two rounds), high-fidelity mockups for key templates (two rounds),	Oct 5, 2026	Nov 13, 2026



	data-visualization design, WCAG 2.1 AA design audit		
Phase 3: Development	WordPress build on Pantheon, taxonomy and relationship engine, integrations, search, custom templates	Nov 2, 2026	Dec 18, 2026
Phase 4: Migration + QA	Programmatic publication import, manual project and resource migration, tagging QA, staging review, accessibility and performance validation	Nov 30, 2026	Dec 22, 2026
Holiday Hold	Both teams off the critical path; staging available for informal review	Dec 23, 2026	Jan 3, 2027
Phase 5: Launch	Final delta migration, training video library delivery, user-acceptance testing, hard cutover and sunset of the current site	Jan 4, 2027	Jan 22, 2027
Phase 6: Post-Launch Support Quarter	Bug resolution, design and content adjustment hours, analytics review	Jan 25, 2027	Apr 23, 2027

Is January 2027 feasible? Yes — with three conditions. The schedule gives roughly five months of active work before the holidays, which is sufficient for this scope on WordPress with no platform migration underneath it. The conditions: feedback windows hold at seven business days; content retention decisions land in discovery rather than December; and brand sign-off happens at the gates. If any of the three slips by more than two weeks, the honest fallback is a late-January launch rather than a rushed cutover — and we will tell you early, not late.

Named risks and how we manage them. Holiday compression — development is scheduled to complete before the break, with only the migration delta after it. Revision loops — review windows are calendar-booked in advance, not requested ad hoc. University sign-off — scheduled at the strategy and mockup gates. Migration volume surprises — the programmatic import is piloted in week one of development, not discovered in December. The LinkedIn module — the implementation method is confirmed in discovery, where its API constraints can be resolved without schedule pressure.



Where Institute staff and students help. Content audit decisions; publication metadata cleanup during export; tagging quality-assurance passes after the programmatic import; photo curation from your existing library; and user-acceptance testing. Student support on metadata and tagging alone can compress Phase 4 by as much as two weeks — this is the highest-leverage place to point it.

8. Budget

Our financial approach is rooted in transparency, predictability, and fiscal responsibility. This proposal represents a fixed fee of **\$95,000.00** for the complete scope described in this RFP, itemized by phase below with every deliverable your Section 7.8 asks to see broken out — taxonomy development, the design strategy document, video tutorials, and the post-launch support quarter each carry their own line. The pricing model is fixed-fee.

In addition, we recommend a contingency reserve of **\$9,500.00** — 10% of the fixed fee, held on top of the base amount and drawn only with your written approval — for scope that discovery legitimately changes, such as additional custom data visualizations or migration volume beyond the counts in your Section 4.5. Total not-to-exceed authorization: **\$104,500.00**. If the contingency is not needed, it is simply not spent.

A Research-First Investment. \$23,000 of the fixed fee goes to discovery and strategy before a single page is designed. This is a deliberate choice: by investing in stakeholder and audience research, the taxonomy architecture, the findability strategy, and the design strategy document, we eliminate the risk of building a platform your primary audiences find difficult to navigate.

Design and Development Excellence. Design (\$24,000) and development, migration, and launch (\$36,500) focused on the Institute's specific needs — including the taxonomy and content relationship engine as a first-class line item (\$6,000), because it is the technical heart of your RFP.

Training That Outlives Us. \$3,500 for the screen-recorded tutorial library and live handoff sessions, so your team's independence is a deliverable, not a hope.

A Commitment to Post-Launch Success. \$8,000 reserved for the one-quarter support period — approximately 8% of the fixed fee — covering bug resolution and the design and content adjustment hours your RFP explicitly asks vendors to include.



Line Item	Units	Rate	Amount
Phase 1 Discovery + Strategy			
Stakeholder + Audience Research	22	\$250.00	\$5,500.00
Content Audit + Migration Planning	12	\$250.00	\$3,000.00
IA, Sitemap + Taxonomy Architecture	16	\$250.00	\$4,000.00
Findability Strategy (Required Deliverable)	10	\$250.00	\$2,500.00
Design Strategy Document (Required Deliverable)	14	\$250.00	\$3,500.00
Kickoff + Ongoing Meetings	20	\$100.00	\$2,000.00
Project Management	25	\$100.00	\$2,500.00
SUBTOTAL DISCOVERY + STRATEGY	119		\$23,000.00
Phase 2 Design			
Website UI — Key Templates + Design System	40	\$250.00	\$10,000.00
Creative Direction	16	\$250.00	\$4,000.00
Data Visualization + Rich Media Design	12	\$250.00	\$3,000.00
Production Design	20	\$150.00	\$3,000.00
WCAG 2.1 AA Design Audit	6	\$250.00	\$1,500.00
Revisions (Two Rounds per Milestone)	10	\$250.00	\$2,500.00
SUBTOTAL DESIGN	104		\$24,000.00
Phase 3 Development, Migration + Launch			
WordPress Build on Pantheon — Templates + Custom Code	52	\$250.00	\$13,000.00
Taxonomy + Content Relationship Engine	24	\$250.00	\$6,000.00
Site Search + Filtering Configuration	8	\$250.00	\$2,000.00



Integrations — LinkedIn, Mailchimp, GA4, Consent, Video	10	\$250.00	\$2,500.00
Content Migration — Programmatic Import	10	\$250.00	\$2,500.00
Content Migration — Manual Entry + Tagging	30	\$150.00	\$4,500.00
Performance + Core Web Vitals Optimization	8	\$250.00	\$2,000.00
QA, Cross-Browser + Accessibility Conformance	10	\$250.00	\$2,500.00
Launch Cutover + Legacy Site Sunset	6	\$250.00	\$1,500.00
SUBTOTAL DEVELOPMENT + LAUNCH	158		\$36,500.00
Phase 4 Training + Documentation			
Screen-Recorded Video Tutorial Library	20	\$150.00	\$3,000.00
Live Training + Handoff Sessions	5	\$100.00	\$500.00
SUBTOTAL TRAINING	25		\$3,500.00
Phase 5 Post-Launch Support (One Quarter)			
Bug Resolution + Technical Support	16	\$250.00	\$4,000.00
Design + Content Adjustment Hours	12	\$250.00	\$3,000.00
Analytics Review + Optimization Meetings	10	\$100.00	\$1,000.00
SUBTOTAL POST-LAUNCH QUARTER	38		\$8,000.00
TOTAL — FIXED FEE	444		\$95,000.00
Contingency Reserve (10% — written approval only)			\$9,500.00
TOTAL NOT-TO-EXCEED AUTHORIZATION			\$104,500.00



Rates applied above follow our standard card: \$250.00 per hour for strategy, research, creative direction, design, development, and pre-production services; \$150.00 per hour for production design; and \$100.00 per hour for meetings and project coordination.

Milestone billing. The fixed fee is distributed across milestone-based payments tied to deliverables, invoiced electronically, Net 30: 25% upon contract signing and project initiation; 25% upon formal approval of the Phase 2 designs; 25% upon deployment of the staging site for review; and 25% immediately following launch.

Third-party software and licensing assumptions. Our fixed fee covers our agency's design, development, and implementation labor, and Mox covers our own internal tool costs (Figma, ClickUp, Elementor) during the active build. Hosting is provided by Tufts University's Pantheon account, so no hosting fees appear in this proposal. If a specialized premium plugin proves necessary for an advanced feature, we present it transparently and pass the subscription through at cost with zero agency markup. Ongoing subscription or licensing fees for your existing providers (for example, Mailchimp) remain with the Institute.

Excluded services. Large-scale custom photography and videography shoots — your existing photo library and licensed stock cover this scope, per your Section 4.3. Comprehensive copywriting of every page — dedicated plain-language writing for core templates and audience-facing summaries is included at the hours above. Structural changes requested after formal design approval — handled transparently through change orders at our standard rate. Third-party subscriptions, as noted above.

Optional Add-Ons (Priced Separately)

Add-On	Fee	Notes
Ongoing support retainer beyond the first quarter	\$400 / month	Four support hours per month; overage at \$250/hr; 15% discount with annual prepayment
Additional custom interactive data visualizations	\$250 / hour, scoped per piece	Beyond the set included in the design scope
Additional training sessions or tutorial refreshes	\$150 / hour	Beyond the included library



**All travel costs associated with visiting Boston for the kickoff and for on-site sessions during the engagement are incurred by Mox Collective. We view this in-person collaboration as a vital investment in our partnership, so these costs are not passed on to the Institute.*



Thank You

Our studio is in Boise, not Boston. That's the honest starting point — so here is what we know how to do from Boise: show up in person when it matters, starting with a kickoff at 150 Harrison Avenue at our own cost; run a communication rhythm so steady you stop noticing the distance; and rest every design decision on evidence, where geography has no vote.

What we'd be building isn't really a website. It's the place where a hospital executive decides food is medicine is worth piloting, and where a legislative staffer finds the citation that survives markup. You have spent years proving that the right intervention, rigorously tested and clearly delivered, changes outcomes. We build digital platforms on the same conviction — test, measure, refine — and we would be proud to build this one.

You can expect us to be straight with you — about Pantheon, about what a January launch requires from both teams, and about anything that turns out harder than it looks. We've tried to do that throughout this document.

We have your back, from the first session in Boston through the last week of the support quarter. Thank you for considering us.

Sincerely,

Jeff Barker

Co-Owner & Chief Operating Officer, Mox Collective

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Greetings,

Mox isn't just a partner, they're the backbone of our event success.

Time and again, they've saved us, stepping in with innovation, precision, and solutions that elevate our presents far beyond anything our competitors or industry bring to the floor.

Their creativity, professionalism, and flawless execution have turned our booths into award-winning experiences.

Truly, we couldn't imagine doing events without them.

Thanks,

Andrew Clark

Events Director

National Carwash Solutions

Boise, ID

Aclark@NCSwash.com



Date: 10/8/2025

To Whom It May Concern:

I am writing to provide a professional trade reference for Mox, with whom we have maintained a business relationship since 2025.

Nature of Relationship: Customer of Mox

Length of Relationship: 1 year

Scope of Work Provided: Product launch video, stock photos of products, and social media posts

Based on our experience, Mox has consistently demonstrated exceptional professionalism, creativity, reliability, and meticulous attention to detail. They have proven to be a valued business partner, taking the time to thoroughly understand our product, brand positioning, and target audience.

Their collaborative approach and commitment to excellence have made a significant impact on our projects, and we look forward to continuing our partnership with them. We highly recommend Mox to any organization seeking a trusted and innovative creative team.

If you require any additional information, please feel free to contact me at btester@rivtekgear.com.

Sincerely,
Ben Tester
Founder
RIVTEKgear.com





To Whom It May Concern,

I am pleased to recommend Mox as a trusted partner. I recently engaged their team to lead the complete branding work for our pool company, and the experience was outstanding from start to finish.

As a customer, I saw firsthand their ability to translate vision into reality using an engineering framework. They brought fresh creative ideas, listened closely to our goals, and then executed with precision. The final branding captured exactly the identity we were aiming for, and the process itself was marked by clear communication, responsiveness, and a high level of professionalism.

What stood out most was their ability to operate not just as designers, but as true partners who understood both the creative and business sides of the work. They consistently delivered on time, and their work has already had a measurable impact on how our business shows up in the market.

Based on my direct experience, I consider Mox a highly reliable and capable firm. They combine creativity, professionalism, and a strong partnership approach, and I have every confidence they will bring the same excellence to your project.

Sincerely,

Blake Brunk
Owner
Briva Pool and Spa
Boise, ID