

# We Help Great Organizations Create Greater Impact



Here's how Mightybytes helps our clients  
achieve measurable success...



**Mightybytes**





# Our Approach

Mightybytes employs a time-tested process to help you quickly reach your goals.

Our approach is guided by principles outlined in the [Sustainable Web Manifesto](#) for an internet that works for all people and our shared planet. **Here's what this means for you:**

1. **Long-Term Sustainability:** Digital products require reliable design, efficient code, secure technology, and low-impact, sustainable systems that are built to last and grow as your needs do.
2. **Users First:** Your digital marketing should help all users quickly and intuitively meet their needs. Prioritizing user needs throughout a customer life cycle increases chances for enduring success.
3. **Speed-to-Value:** There are infinite features you *could* add to your product. Through rigorous prioritization, we focus on the things that matter. This leads to faster launches for quicker impact. Then we can start testing and optimizing earlier to maximize value.

*Prioritizing these principles for every digital project helps us more quickly and efficiently meet both your business and marketing goals and your users' needs.*



*"Our project included numerous stakeholders spread across the country. The Mightybytes team did a great job organizing all the moving pieces and keeping everyone aware of what they were responsible for, and when."*

— Haviland Rummel  
Susan Crown Exchange

# Executing Your Project

Our process is rigorous yet holistic and flexible. This helps you achieve desired outcomes faster.

We keep deliverables on time and budget yet can account for new learning along the way to ensure what we launch is what your business and users need. **The process includes four phases:**

1. **Product Roadmapping:** A critical collaborative process that answers important questions, this phase helps project stakeholders quickly identify key details and the most viable path to success.
2. **UX Design:** During this phase, we create and test the assets necessary to design an intuitive and delightful experience for your users that is aligned with business goals.
3. **Build & Deploy:** Using a strong and secure technology foundation, we build and launch tools that help you quickly reach your goals.
4. **Optimize & Improve:** Finally, we employ test-driven measurement practices to improve performance and drive long-term, continued success.

We have honed and improved this process over hundreds of projects spanning 25 years in business. Most clients engage Mightybytes for all four phases above. However, we're flexible enough to help you cherry-pick what's most relevant to your needs and budget. Over the next few pages we'll cover each phase above in more detail.



*"The virtual workshop was a much-needed guided process that truly helped our team clarify and solidify the main goals for our website project."*

— Emily Ladau  
Ford Foundation

# Product Roadmapping

We'll start by co-creating a clear roadmap for your continued success.

## How We Approach Product Roadmapping

Website redesigns are big projects with many moving parts. Grounded in collaboration and co-creation, our product roadmapping process includes three distinct steps:

1. **A kickoff call and onboarding survey** where we collect important project and organizational information, then research what's needed to ensure success
2. **A virtual workshop** where we problem-solve together and quickly make progress toward your goals
3. **A product roadmap** that outlines the best path forward based on research, workshop exercises, and our collective learning

## What This Means for Your Project

We'll focus on defining product features and content while also building consensus on long-term strategy, business goals, and user needs. From beginning to end, this process typically takes about four to six weeks.

At the end, you'll have a flexible product roadmap that includes important stakeholder input and drives the majority of our work together.



*"The Mightybytes team is professional and so knowledgeable about websites that we felt totally confident throughout the redesign process from start to finish."*

— Alice Konopasek  
North American Association of  
Food Equipment Manufacturers (NAFEM)

# UX Design

Let's craft an experience your users will love!

## How We Approach User Experience (UX) Design

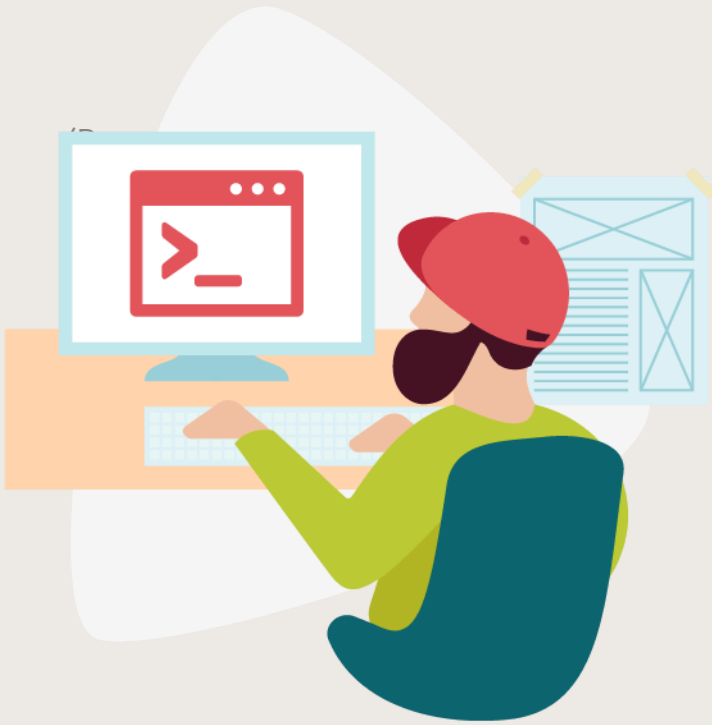
Based on information learned during product roadmapping, the Mightybytes team will recommend a custom mix of the following:

1. **Information architecture and content strategy** to define content types and structure that best serve both business goals and user needs
2. **Experience mapping** to define the steps users must take to accomplish key tasks
3. **Wireframes and prototypes** that illustrate components, page layouts, and user interactions
4. **User testing** to ensure that we're on the right track to meet your users' needs

## What This Means for Your Project

We'll apply what we learned during Product Roadmapping to the deliverables described above in order to create a useful and delightful experience for your target users.

Employing real user feedback whenever possible during this process will ensure that your business goals and users' needs are aligned. This reduces potential friction between you and your customers and increases chances for long-term success.



*"We have such trust in their team and in their guidance that it has been a great comfort to work with them for nearly ten years now. Plus, we were able to consolidate four vendors into one—how's that for efficiency? We highly recommend!"*

— Jeff Marcous  
Dharma Merchant Services

# Build & Deploy

Let's bring your digital product to life with safe, secure technology.

## How We Approach Product Builds

Armed with assets and data from previous phases, our development team will bring your vision to life. Some of these processes happen concurrently with other steps:

1. **Technical specifications** to ensure your product is built and hosted in a safe environment that prioritizes data privacy and security
2. **Server provisioning and systems configuration** to ensure the application's back-end meets project requirements
3. **Front-end development** that guarantees users can interact with your product across devices and platforms
4. **Testing and debugging** to provide quality assurance against defects

## What This Means for Your Project

The previous steps will inform how we build out your new product. Our team will style front-end, user-facing components. We'll create your product's structure based on the sitemap defined during roadmapping. We'll also work through any third-party integrations, such as CRMs, donation systems, and so on. Finally, we'll thoroughly test the completed product on target devices, browsers, and platforms. Then we launch!



*"Our partnership these past few years has been instrumental in helping us grow our digital marketing practice. Their team keeps us focused on driving long-term results while delivering multiple projects and troubleshooting unforeseen challenges at a moment's notice. It's invaluable."*

— Larissa Doucette  
National Association of  
Boards of Pharmacy (NABP)

# Optimize & Improve

Our goal is always to help you build enduring, long-term success.

## How We Ensure Long-Term Success

Ongoing product management practices will help you prioritize and continuously improve upon your goals. We offer several services to help you succeed:

1. **Basic maintenance** that keeps your software secure and up-to-date and provides baseline security against web hacks and data breaches
2. **Website support** to build out new features, troubleshoot problems, and support ongoing digital marketing efforts
3. **Analytics customization, testing, and reporting** that helps you stay focused on measurable progress over time

Full descriptions of these and related services can be found on the [Digital Marketing & Optimization Services page](#) of our website.

## What This Means for Your Project

During the project, we'll discuss each of the above services in more detail to better understand which might be most useful to you. By project's end, we'll have enough information to provide you with the most useful recommendations.



*"Mightybytes is the partner we trust to distill our most complex projects and ideas into clear, purposeful digital solutions. Their smart, supportive people are always responsive to our requests, while keeping us on track, on time and under budget."*

— Kate Allgeier  
Chicago Community Trust

# Training & Documentation

Let's empower your team to build capacity and improve upon goal performance over time.

## Custom Training on Every Project

Mightybytes projects also often include at least one custom training session with accompanying documentation. During this workshop, we'll educate your team on how to use the new custom tools we have created for you. **This session usually includes:**

- **WordPress Training:** A detailed breakdown of how to use the latest version of WordPress and the custom blocks you'll need to add new features and create and update site content.
- **Content Management:** Best practices for creating and managing different content types within your website's content management system (CMS).
- **Design Recommendations:** Best practices for maintaining accessibility and visual integrity of website content over time.
- **Q&A:** We will also include time to answer all your most pressing questions.

For most projects, this single session is enough to set your team up for success. However, should we learn that your team needs more options, we are happy to discuss additional sessions or custom training in some other form.





# Content Migration & Support

We're here to support your content creation and migration efforts. Here's how we typically do that.

## Supporting an Impactful Content Strategy

In our experience, content can be the trickiest component of any digital project. As subject matter experts, your team is often best suited to own and manage this process. However, effective content strategy typically requires input from multiple stakeholders. We are here to support your content efforts throughout a project.

During early project phases, we'll ask many content-related questions. Depending on the answers we arrive at, the amount of content we're working with, and overall project budget available for content efforts, our team may recommend one of several approaches:

- **Content Audit:** Using analytics reports and other tools, we audit an existing website to identify high-performing content and areas for improvement.
- **Content Migration Support:** We set you up on a third-party content migration platform. Your team can input new content based on approved information architecture for your new product while our team builds out the site itself.
- **Content Creation:** Should your team require content creation support for key site pages, our team is available to help.



# Prioritizing Sustainability

Sustainability isn't just a buzzword for Mightybytes. It's core to how we run our business, including the digital products we build for clients.

## Products That are Better for People *and* Planet

We're committed to building an internet that is clean, efficient, open, honest, regenerative, and resilient. The four-step process described in this document helps us optimize performance, improve efficiency, and reduce environmental impact throughout a digital product's lifecycle. Here's what this entails:

- **Optimized Performance:** Your digital product loads faster and operates more efficiently, reducing user frustration *and* energy use.
- **Findable Content:** Users find what they need quickly, resulting in happier people and a smaller footprint.
- **Sustainable UX:** Users accomplish tasks faster, offering the same results as above.
- **Green Web Hosting:** Finally, digital products hosted by Mightybytes are carbon neutral and powered by 100% renewable energy.

Digital products from Mightybytes reduce your environmental impact while also prioritizing user needs and your product's long-term sustainability.

# Projects at-a-Glance

Finally, here are other common digital project elements we address.



## WordPress CMS

While we use many open source design/development tools, WordPress remains at the core of our business. We've built products with it since shortly after its initial release in 2004.



## Third-Party Integrations

If we can push and pull data through a standards-based API, we can usually integrate your digital product or service with most third-party systems.



## Accessibility

We shoot for WCAG level "AA" accessibility on every project to ensure our products can be used by people with disabilities and our clients can maintain ADA-compliance.



## Privacy & Security

Mightybytes prioritizes data privacy and security as part of a responsible and ethical approach to digital product development and management.



## Budget & Timeline

We can work within most budgets. The majority of our clients spend between \$50,000 to \$80,000 over the course of three to six months executing projects using this process.

# Thank You

We hope this document helped to demystify how we help clients achieve enduring success.

Here are some key human factors that differentiate Mightybytes from other agencies:

- **Committed to Good:** As a [Certified B Corp](#), Mightybytes meets the highest verified standards of social and environmental performance, transparency, and accountability. This translates to everything we do, especially our work with clients. **As agencies go, this makes us a more trustworthy and reliable partner to collaborate with on projects.**
- **Fueled by Collaboration:** Our human-centered approach to problem-solving requires a hands-on commitment from project stakeholders. It is also more flexible, produces results faster, and builds stronger relationships grounded in mutual trust.
- **Deeply Experienced:** We've been around for 25 years. We're one of the oldest independent digital agencies in Chicago. There are few digital marketing challenges we haven't seen before. We have executed hundreds of digital projects for mission-driven organizations just like yours, including many in your industry. **We would love to put this experience to work for you.**

## What Happens Next?

If you have additional questions or would like to discuss our collaborative approach to problem solving in more detail, please feel free to contact us. We would be happy to chat.

Otherwise, I invite you to [review our portfolio](#) or [read our blog](#) for a better understanding of how we work, what we value, and why it's important for us to [help our clients make a difference](#).

Thanks again. I will follow up in a few days to check in.

With Gratitude,

Tim Frick