

Technical & UX Design Leadership for Complex Systems

CAPABILITIES STATEMENT

POINT OF CONTACT

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BUSINESS CLASSIFICATIONS

DUNS NO: 023817892
ORGANIZATION TYPE: Small Business
SBA Certified 8(a)
Woman Owned Business
Service Provider
For-Profit Organization
Limited Liability Company

CORPORATE STATUS NAICS CODES:

541512	Computer Systems Design Services
541511	Custom Computer Program Services
541490	Other Specialized Design Services
541430	Graphical Design Services
519130	...	Internet Publishing & Broadcasting & Web Search Portals
541910	Marketing Research and Public Opinion Polling
541519	Other Computer Related Services

INTRODUCTION

Limina is a professional services consultancy focused on creating highly useful and usable systems for maximum business value.

We work with businesses and government agencies to plan, design, implement, deploy, and support highly intuitive and usable products. Our approach leads with a focus on user experience (UX) and agile software development. We partner with our clients to integrate user-centered design principles and best practices into the software development process for optimized business impact.

CAPABILITIES

The key to Limina's success is continuity. We maintain focus on the user and usability from product inception through deployment and beyond.

MISSION

Our mission is to enable, expand and enhance human potential by simplifying complex computer interactions and creating more usable systems to support them

RELATIONSHIPS

We have successfully fulfilled long-term, multi-year contracts with venture-backed start ups, large companies, and government agencies

CULTURE

We are passionate about our work, hold ourselves to the highest standards, while maintaining a culture of continuous improvement

INNOVATION

Limina remains at the forefront of innovation in supporting human-computer interaction in both startup and enterprise breakthrough technologies

APPROACH

We embrace agile practices and open source software

SPECIALTY

Complex system design and development

Our sixteen plus years of experience in systems integration and management consulting working with a diverse set of clients gives us a competitive edge. We know how to adapt and deliver across a wide range of solutions.

EXPERIENCE THE DIFFERENCE

- Specialization in complex system designs
- Flexible agile methodology
- Mobile and responsive design solutions
- User focused
- End-to-end solution development
- Custom interface design and theming

TECHNIQUES AND APPROACH

LIMINA METHODOLOGY

Coming from traditional systems integration and management consulting companies, we are familiar with industry best practices and have always employed them at Limina. Our many years of experience working with diverse project teams have helped us create a methodology that is built on best practice and adaptable to almost any development environment. We provide a bridge between the business requirements and technology implementation; keeping a fixed eye on the user while defining, designing, and developing usable and useful products and solutions. Our process is flexible and can adjust to complement and enrich an agile approach to the development lifecycle. We are passionate about our work and hold ourselves to the highest of standards.

PROFESSIONAL EXPERIENCE



Our team members have over a decade's worth of experience working on a broad range of solutions including knowledge management, data visualization, business process management, Intranet solutions, communication & collaboration platforms, information rich websites, and workflow management.



Our consultants are subject matter experts with competencies in user experience, business strategy and analysis, enterprise architecture, software implementation, change management and the successful integration of software based solutions into complex business processes.



Our solutions have been deployed across a variety of federal agencies and industries including biotechnology, event management, executive recruitment, internet TV, internet security, medical software and devices, news media, pharmaceutical, social networking, video on demand, and venture capital.



CAPABILITIES STATEMENT

SERVICES



OBSERVE & ANALYZE

- Branding & Moodboarding
- Business Case Development
- Business, Functional, & UI Requirements
- Process Analysis & Design
- Business Strategy & Consulting
- Card Sorting
- Competitive Analysis
- Contextual Inquiry
- Enterprise content management & collaboration strategy
- Expert UX Evaluation
- Focus Groups - Group Interviews
- Roadmapping
- Surveys
- Task, Activity & Workflow Modeling
- Use Case Development
- User Analysis & Segmentation



ENVISION & DESIGN

- Multi-channel Content Strategy
- Taxonomy Definition & Management
- Content Inventory & Audits
- Governance & life cycle management
- Enterprise Data & Content Migration
- User Experience Strategy
- Mobile & Responsive Web Development
- Enterprise Architecture
- Platform Selection
- Prototyping
- Solution Architecture & Design
- Application Configuration & Development
- System Integration
- Content Roles Definition
- Change Management
- Governance & Compliance



EVALUATE & REFINE

- Diary studies
- UX QA / Development Support
- Visual Asset Production
- Usability Testing (remote or in person)
- Quality Assurance & Testing
- Production Support & DevOps
- Training - Self-Service & Instructor Lead

CLIENTS

REPRESENTATIVE FEDERAL CLIENTS



National Credit
Union Administration

GSA U.S. General Services
Administration

REPRESENTATIVE COMMERCIAL CLIENTS

Avid Technology
Bizy
Becton Dickinson
Bidslate
Calico Corners
Carlisle & Gallagher
Cognizant
Countercept

Credit Suisse
Discuss RH
ENSCO
US FIRST
Gavilon
Genentech
Grinnell College
Hewlett Packard

Invincea
Johnson & Johnson
Life Technologies
Locators
Molecular Devices
Moonlighting
OptionIt
Pfizer

Quintiles
RADIUS Travel
REBAC
Roche
Salesforce
Swift Communications
Tetraphase
US Chamber of Commerce

OUR PARTNER



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We have been working with the US Department of Agriculture (USDA) Enterprise Application Services group at USDA for the past two years on drupal design and development projects. Limina currently holds an IDIQ with EAS through which we provide support services that assist with practice building, strategy, transformation and the design, development, and support of websites, web/mobile applications. In collaboration with EAS we have designed and built responsive websites for Performance Improvement Council (PIC), AgLearn, National Agricultural Library and People's Garden.



The US Small Business Administration's (SBA) website, SBA.gov, is a significant part of the agency's communication and service delivery platform. The website is critical in supporting the agency's mission to provide timely, accurate and relevant information to the nation's more than 29 million small businesses, most of whom use the site as a primary source for SBA information. SBA's goals were to improve SBA.gov to make it more user-centric and focused on the needs of small businesses.

Limina was brought to work with DRT Strategies with these goals and to conduct a comprehensive user experience evaluation, results analysis and technical documentation. This work expanded to include follow-on recommendations and envisioning documentation for the new SBA.gov



Limina supported the National Credit Union Association in a number of web initiatives including; NCUA Web Tools, a repository for their internal knowledge management, content and task collaboration, community discussions, support, and NCUACentral, the Administration's intranet. Both the Web Tools and Intranet initiatives included SharePoint 2013 migration and configuration, technical design, user research, information architecture, and user experience design. We also worked with NCUA to design the Risk Based Net Worth calculator. This micro-app was instrumental in demonstrating regulatory impact.



Limina is actively supporting the US Fish and Wildlife through a digital transformation which spans business process reengineering, enterprise infrastructure, and public web communication. We have completed the initial phases of stakeholder alignment, business process analysis, infrastructure analysis, and internal/external user analysis. We are transitioning our support to lead FWS through the digital transformation process.



ROLES: APPENDIX A



ROLE

FUNCTIONAL RESPONSIBILITIES & EXPERIENCE

Principal, Practice or Product Director and Engagement Manager

Skilled at providing engagement and quality assurance oversight to cross-functional delivery teams. Manages expectations and organizational requirements impacting scope, budget, compliance, and schedule across multiple program and project initiatives.

Responsible for identifying and articulating a vision for the effective use of open source software and web technologies such as Drupal to further the goals of high visibility clients and large organizations. Leads large-scale review and assessment of strategic issues facing a client, including baseline evaluation, brand identification, product vision, gap analysis, opportunity analysis, technical solutions, and developing a detailed implementation plan. Includes facilitating high-level client discussions and collaborative decision-making, guiding research activities, and providing overall insights on relevant trends and solutions in the industry. Requires substantial and demonstrated experience in conducting research and analysis, performing high-level demos and training, developing presentations, and writing reports and project deliverables.

Program Manager

Responsible for defining and delivering a program of initiatives or projects that sometimes sit under an overarching transformation program. Ensures program objectives are clearly defined and that the right projects are undertaken and the associated benefits realized. Provides program level governance structure, ensures accountability and enables the predictability of outcome for each project. Effectively communicates program vision, progress and outcomes across all affected stakeholders.

Technical Team Lead or Project Manager

Responsible for managing projects by balancing scope, time, cost, and quality while maintaining a positive environment that promotes individual development and high performance standards. Leads project teams and facilitates the delivery of products to the client. Manages client communications and updates on progress, changes, and overall project direction. Work with architects and developers to design and build solutions. Builds and manages project resources and deployment of development, testing and production platforms for a project. Conducts code reviews and ensures technical compliance to standards and architectural direction. Facilitates group project meetings with client, formal communication, and status reporting. Typically experienced with multiple project management and development methodologies, including Agile practices such as Scrum and Kanban. Knowledgeable in general in web applications, content management processes, UX and usability, web publishing, related technology platforms such as Drupal, and relevant industry processes.



CAPABILITIES STATEMENT

ROLE

FUNCTIONAL RESPONSIBILITIES & EXPERIENCE

Enterprise Architect

Responsible for the technical leadership and architecture of technology based solutions across multiple projects/initiatives and often between agencies. Provides the highest level of technical leadership across projects and typically sets technology standards, governance and directs implementation against enterprise standards and direction. The Enterprise Architect is also responsible for leading the development and maintenance of enterprise platforms. Designs and leads the implementation by Architects and Developers. Interacts with clients, Program Managers and Project Managers on technical architecture and direction aspects across projects. Skilled at recommending best set of core platforms/services, tools and their integration based on having in-depth knowledge of requirements, platforms and technologies, and best practices.

Enterprise Data Architect

Responsible for the technical leadership and architecture for the storage and management of technology based solutions for individual projects and across multiple projects/initiatives. Architects and oversees the development of data repositories such as data warehouses and the integration of data with applications and applications to applications using data oriented services, ETL and other related data strategies. Provides the highest level of technical leadership for data architecture across projects and typically sets standards, governance and implementation. The Data Architect is also responsible for leading the architecture, development and maintenance of enterprise data platforms. Designs and leads the data architecture implementation by Architects and Developers. Interacts with clients, Program Managers and Project Managers on data architecture and direction aspects across projects. Skilled at recommending best set of core platforms/services, tools and their integration based on having in-depth knowledge of requirements, platforms and technologies, and best practices.

Enterprise Security Architect

Security Architect is responsible for the design and implementation of security related services within and across programs and projects to ensure requirements are met and compliant with applicable standards. The Security Architect will ensure that all projects in their scope of work conform to all applicable requirements and will work with development teams to ensure their implementation, evaluation and ongoing maintenance. The Security Architect is also responsible for leading the architecture, development and maintenance of enterprise data platforms. Designs and leads the data architecture implementation by Architects and Developers



ROLE

FUNCTIONAL RESPONSIBILITIES & EXPERIENCE

Solutions Architect

Responsible for overall technical design and development of customized web-based applications and back-end database solutions such as Drupal for clients. Designs and leads the implementation by Developers. Interacts with clients and Project Managers on all technical aspects of a project. Skilled at recommending best set of core and contributed technologies/modules based on having in-depth knowledge of applicable technologies, their strengths and weaknesses, and how they integrate with other modules. Experienced in site building strategies; custom module requirements; code reviews; site audits; security and best practices; systems integration; and in general processes and disciplines related to web-based technologies for content management, document management, usability analysis, customer relationship management, database management, data mining, mobile applications, web trend analysis, search, and related technologies. Maintains a wide knowledge of web programming languages such as JavaScript, PHP, Java, C#, Python, or Ruby and of advanced development and debugging techniques.

Systems Administrator or DevOps Engineer

Responsible for providing server administration, Internet/network configuration, software installations, upgrades, patch installations, Responsible for security, monitoring, performance, configuration management, and support for development projects and teams. Experienced in installing and maintaining web applications and platforms in multiple environments with internal and external hosting providers with server operating systems including Unix, Linux, and/or Windows; web server software including Apache, Nginx, and/or IIS; database software including MySQL, PostgreSQL, SQL Server, and/or Oracle; and related software infrastructure and applications. Knowledgeable in cloud infrastructure services, automation tools such as Chef and Puppet, and related DevOps processes.

Software Release Manager

Responsible for the management of software releases, versioning, building and deployment across environments. The release manager provides developers with the necessary tools and processes to version every change and build and deploy all releases while working with testers and developers to automate testing and deployment.

User Experience Lead

Responsible for managing the user experience portion of the project schedule and deliverables. Leads the multi-disciplinary user experience team, interfaces with the technical and business leads and reports to the project manager.



CAPABILITIES STATEMENT

ROLE	FUNCTIONAL RESPONSIBILITIES & EXPERIENCE
UX Architect	Responsible for defining the overarching content organization and information architecture for the site. Also responsible for determining how key user tasks and workflows are translated in the system workflows
User Researcher	Responsible for determining appropriate research methods and tools for gathering user feedback and evaluative testing activities. Also responsible for conducting the research activities, analyzing results and providing actionable insights that drive future design improvements.
Interaction Designer	Skilled at understanding business requirements and user needs. Responsible for creating the interface layout, defining interaction patterns, behavior and UI elements and incorporating user needs into the design. Also responsible for making the system intuitive by building in affordances and maintaining design consistency.
Visual Designer	Responsible for designing the aesthetic look-and-feel for the system including managing the online brand identity (color palette, fonts and other brand attributes) and designing page layouts, graphics, iconography and visualizations.
Usability Specialist	Skilled at ensuring that websites/applications meet the needs of their intended audiences both for end users and administration, gathering user feedback, conducting site audits, and managing 508 compliance issues.
Senior Developer	Responsible for programming customized web-based applications and back-end database solutions such as Drupal for clients. Helps design and lead the implementation by Developers. Interacts with clients and Project Managers on technical aspects of a project. Skilled at configuring Drupal core and contributed modules, building custom modules, resolving module conflicts and dependencies, developing workflow configuration, deploying code to environments, developing CSS and JavaScript programming, developing in PHP and related web programming environments, creating database design and web content management applications, and integrating via APIs. Knowledgeable in web programming languages such as JavaScript, PHP, Python, or Ruby and in troubleshooting and debugging applications.



ROLE

FUNCTIONAL RESPONSIBILITIES & EXPERIENCE

Front-End Developer or Themer

Responsible for designing, developing, and implementing the front-end for web-based applications and content management systems such as Drupal. Interacts with clients and Project Managers on user experience and user interface aspects of a project. Skilled at creating Drupal themes from provided wireframes, layered Photoshop comps, graphic designs, and related digital assets. Experienced in collaborating for UX design; building prototypes; creating well-commented code base and subthemes; editing templates for different node types and pages, editing .info files, and adding additional theme settings using appropriate APIs; applying latest semantic, HTML, and CSS-based design techniques; and using jQuery and other JavaScript-based frameworks.

Developer

Responsible for designing, developing, and implementing web-based applications, mostly for database-driven websites, using the Drupal platform with the direction of a Senior Developer or Solutions Architect. Experienced in configuring core and contributed modules, building custom modules, resolving module conflicts and dependencies, developing workflow configuration, deploying code to environments, developing CSS and JavaScript programming, developing in PHP and related web programming environments, creating database design and web content management applications, and integrating via API. Knowledgeable in web programming languages such as JavaScript, PHP, Python, or Ruby and in troubleshooting and debugging applications.

QA Manager or Engineer

Responsible for designing, developing, and implementing testing procedures for web-based applications and content management systems such as Drupal. Interacts with clients and Project Managers on quality assurance aspects of a project. Skilled at creating and using processes and tools for testing functionality of a website or web-based application, including writing test cases for user stories, proper browser rendering and compatibility, workflows, and compliance testing. Experienced in wide range of testing practices, use of automated testing tools, and continuous integration processes.



CAPABILITIES STATEMENT

ROLE

FUNCTIONAL RESPONSIBILITIES & EXPERIENCE

Support Engineer

Responsible for providing server administration, Internet/network configuration, software installations, upgrades, patch installations, security, monitoring, performance, configuration management, and support for development projects and teams. Experienced in installing and maintaining web applications and the Drupal platform in multiple environments with internal and external hosting providers with server operating systems including Unix, Linux, and/or Windows; web server software including Apache, Nginx, and/or IIS; database software including MySQL, PostgreSQL, SQL Server, and/or Oracle; and related software infrastructure and applications. Knowledgeable in cloud infrastructure services, automation tools such as Chef and Puppet, and related DevOps processes.

Content Strategist

Responsible for developing content management strategies, practices and roadmap for multi-tenant, multi-platform content strategy. Works with stakeholders to create, implement and operate governance of taxonomies, repositories and Enterprise Content Management (ECM) and application content management strategies. Works with clients, data stewards (for master data) and project leaders to ensure content is managed effectively for the full lifecycle of the content.

Content Manager

Performs lifecycle management of content while ensuring content conforms to regulatory, governance and quality assurance requirements. Works as a liaison between content creators and content management and publishing platforms.



APPENDIX B



USDA revamped their People’s Garden initiative which focuses on outreach geocaching, and supporting community and public gardens across the country. Each garden maintains an online profile with yield and distribution reporting. Limina lead the USDA People’s Garden team through a discovery, design and development process for both public facing and internal administration and reporting.

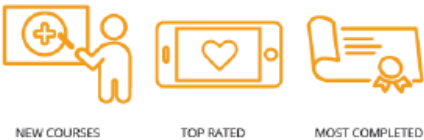


Limina created a responsive web proof of concept that integrates with the Aglearn LMS. Our work with Aglearn included information architecture, custom iconography, experience design, and responsive drupal development.

CONTENT TYPE ICONS



RANK ICONS



CAREER STAGES

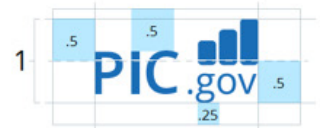


SPECIALTY COURSE ICONS





Limina provided PIC.gov with a contemporary brand identity and website to highlight their work and to recruit incoming fellows. Our work with PIC.gov included branding, information architecture, responsive web pages, and drupal development.



Safety Area: Left .5, Right .5, Top .5 Bottom .25
Font: Open Sans Semibold (Google Web Font)
Pantone Color: 300 U
Hex Color: 006cb6

Site Color Palette:

Hex: 27618e Pantone: 301 U	Hex: 006cb6 Pantone: 300 U	Hex: 47b2e8 Pantone: 298 U
Hex: cb6c3c Pantone: 718 U	Hex: e6673d Pantone: 166 U	Hex: f3b824 Pantone: 7406 U

