Request for Proposal
Website Development

October 3, 2013
Summary
The Institute for Human Centered Design (IHCD) has contracted with the National Endowment for the Arts (NEA) to produce their new Design for Accessibility Website (DfA Website). This site has already been designed and is now ready for development. Site map and sample page layouts/designs available here: http://share.axure.com/1XP0Z8/

Development Guidelines
□ The site must be developed using Drupal 7.
□ We will be basing the overall design theme off of the newly launched NEA site itself (http://arts.gov/). This site uses Omega as a base theme along with Context and Display Suite modules to customize page layouts (like homepage, news page, etc.). Some PHP/CSS/JS that is specific to the NEA site may need to be modified or removed to meet the needs of this new DfA Website. Additional PHP/CSS/JS may need to be developed.
□ You will be leveraging the NEA Drupal site theme as a starting point for this project and working collaboratively and continuously with the designer to customize this theme to meet the unique needs of this project (mainly modification of colors, swapping out images, and adding further page types or navigation schemes).
□ Once a draft version of the site is established you will be working with the IHCD staff to upload initial draft web content (to be provided by IHCD).
□ The final site will be hosted on the NEA Web Server. You will be required to work with the NEA on delivery of the site for hosting at the NEA.

Requirements
□ Build site to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508, the 21st Century Communications and Video Accessibility Act and in accordance with the W3C standards.
□ Develop to be responsive to work seamlessly across desktop, tablet and smart phone devices (the designer will provide layouts for these).
□ Site must be compatible with IE, Firefox, Chrome and Safari browsers.
□ Web site must not require plug-ins or Flash as a default.
□ Certain areas of the site will need to be built for rotating images and quotes.
□ Provide capability to embed videos throughout the site. Either through Embedding Accessible Media Player or through linking to YouTube.
□ Provide search functionality using key words or phrasing that will identify content from throughout the site.
□ Ensure that non-technical IHCD & NEA staff can easily update web site content.
□ Provide a clear and concise instructional manual for how to update the site.
Timeline

Proposals are due October 12, 2013

Selection will be decided no later than October 15, 2013.

October 15, 2013 IHCD provides wireframes and Drupal theming to Developer
October 15-October 31, 2013 IHCD provides content for top level dropdowns (could extend beyond)
October 21-November 6, 2013 IHCD provides content for secondary level pages
October 21- November 6, 2013 IHCD provides all other material
October 15, 2013-Ongoing Developer works with designer and IHCD project manager on guidelines for loading material and providing instructional guidelines
October 15, 2013-Ongoing Developer works with designer and IHCD team on fixing any graphic issues that need to be tweaked.
October 25-October 31, 2013 NEA Previews site to ensure they are in agreement with any design changes that were tweaked
October 31-November 15, 2013 Testing of site on all applicable platforms and by a user/exert group to ensure web site works as promised. Any necessary changes to be provided by IHCD to Developer.
December 2, 2013 Site tested and proofed by IHCD, Final testing by User/Experts
December 6, 2013 Site tested and proofed by NEA
December 10, 2013 Final adjustments sent to developer
December 13, 2013 Site moved from test server to client host (this is a drop dead Federal Contract date)
January 3, 2014 Site goes live public

Project Management

- An assigned project manager will be made available to present information and coordinate with IHCD staff.
- Developer meets with project manager a minimum of three times in person as well as weekly check-in calls with the project team.
- Developer transfers knowledge in systematic way at critical intervals in the project.
- Post-transfer assistance to correct any issues not identified during the pre-live testing.
- Other team members include the Executive Director who will provide the final content, and is the liaison with the NEA, as well as the Designer and Director of Admin and Finance and others who might have smaller roles.

Contracting

IHCD will negotiate contract terms upon selection and a project will be awarded upon signing of an agreement or contract which will incorporate the items from this RFP.

Once the web site has been completed and accepted by the IHCD and the NEA, the web site design and all of its contents, software and architecture become property of the NEA.
Proposal Guidelines

- This is an open and competitive process.
- Proposals are due October 12, 2013
- Only submit a proposal if you are able to meet the timeline.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews by phone or in person. You will be notified if this is requested.

Pricing

The price quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees. If you wish to submit added items not included in the 'Guidelines section’, please do so with separate costs.

The price quote should encompass all development and software acquisitions, if necessary, for development and transfer of the website. Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined.

Qualifications

1. List the five web sites your firm has produced that best reflect your work and relevancy to this project. Please be sure to include examples that reflect good web accessibility practices.
2. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
3. Provide a brief description of your management of a site development project.
4. Provide current reference information for three former or current clients.
5. Agree to time frame for completion.

Proposal Submission

Deliver proposals by email to:
Valerie Fletcher vfletcher@IHCDesign.org
Gabriela Sims gsims@IHCDesign.org