Request for Proposal for Website Design and Development Services

This RFP is for design and development services for a new Agileana.com website. The following RFP includes a background of our organization and describes the purpose of the redesign, its desired functionality, and specific requests relating to the proposal. Please notify us of your intent to submit a proposal.

RFP Release date: 02 Aug 2021
Questions deadline: 13 Aug 2021, 5:00 PM ET
Intent to submit: 27 Aug 2021, 5:00 PM ET
Submission deadline: 31 Aug 2021, 5:00 PM ET
Desired launch date: 31 Dec 2021

All questions and proposals shall be sent digitally to results@agileana.com with RFP: 2021-08-01-0717 in the subject line. We will only accept PDFs or Word documents.

I. Introduction

Agileana is a women-owned small business (WOSB) that provides our clients with information technology services. Agileana provides web operations, software development, and agile transformation services primarily to government agencies. We do not employ a full-time designer and do not have excess capacity to work on our own website. Therefore, we seek the services of an outside contractor to provide web design and development services for relaunching our website, Agileana.com.

Our website has the following goals:

1. Rank on search engines for our most coveted keyword phrases
2. Strengthen our online presence and build brand awareness
3. Tell our story, including people who work here and projects we have performed
4. Demonstrate and convey our subject matter expertise in agile software development
5. Educate, inform, and connect with prospective customers and employees
6. Compel visitors to engage and answer calls to action

The current Agileana.com WordPress site is over 5 years old and due for a redesign. Agileana has developed an information architecture, potential wireframes, high value search phrases, and profiles of target audience personas.

Our Audience

Agileana has three primary audiences who visit Agileana.com:

1. Prospective clients (mostly government)
2. Prospective employees (mostly technical)
3. Prospective teaming partners (mostly government contractors)

Website Requirements

The new website should:

1. Reflect and follow the U.S. Web Design Systems designsystem.digital.gov/
2. Leverage best practices as defined by methods.18f.gov and playbook.cio.gov
3. Be responsive and mobile friendly
4. Meet WCAG 2.0 AA standards for the website code and page templates
5. Be as strong in design as the best government and/or non-profit websites:
   a. https://www.nationalparks.org/
   b. https://www.uso.org/
   c. https://www.usip.org/
   d. https://www.peacecorps.gov/
   e. https://www.noaa.gov/
6. Feel interactive, alive, and animated, i.e., not static
7. Engage visitors in such a way that they linger longer and dig deeper into content

8. Adhere to SEO best practices
9. Include social media integration with Facebook, Twitter, LinkedIn and Instagram
10. Be user friendly for content managers
11. Be built on WordPress or Drupal content management system
12. Leverage the Guttenberg editor and out-of-the-box CMS templating functionality
13. Include URL redirects of URLs change between current and future version
14. Create structured content
15. Leverage schema.org schemas
16. Ensure that every piece of content is under revision control
17. Manage content in a relational manner, like a mesh topology
18. **Ability to feature internal sections in the homepage (reusable content or widgets)**

II. Scope of Work

We anticipate three distinct epics.

1. UX/UI research and design
2. Website development, content migration, and launch
3. Post-launch operations, maintenance, and support.

We intend to award a contract for epic 1 and then exercise options for epics 2 and 3 based on performance and working relationship.

Epic 1 - UX/UI research and design

The Contractor will:

1. Conduct kick-off meeting to review requirements and plan releases
2. Become familiar with current site architecture, mission, purpose, and target audience
3. Generate an information architecture, journey map, wires and concepts
4. Design structured content page for people, projects, clients, services, technologies
5. Design topic-based multi-media center for articles, podcasts, videos, and tutorials
6. Create a fully responsive website UI/UX design
7. Create high-converting landing page for targeted audiences and single-focus campaigns
8. Produce ready-for-developer project assets, i.e., PDFs, graphics, Figma files, etc.
9. Maintain and deliver project artifacts, i.e., notes, wires, user research, etc.
10. Design email newsletter that reflects brand and style guide
11. Recommend email marketing tool to collect subscriptions and syndicate blog content
12. Offer and make recommendations based on digital marketing best practices
13. Work in an iterative, transparent, and agile manner
14. Provide release plans, sprint plans, and end-of-sprint demonstrations
15. Provide daily status reports and weekly summaries
16. Track hours and report on the burn rate and burndown chart

Epic 2 - Website development, content migration, and launch

1. Set up a staged work environment and code repository
2. Install and configure a CMS (WordPress or Drupal)
3. Implement the information architecture
4. Create the page templates
5. Use structured data and schema.org when possible
6. Implement SEO best practices for targeted keyword phrases
7. Migrate existing content into new platform
8. Develop URL mapping and redirects if URLs change
9. Avoid third-party page builder modules and leverage instead CMS core functionality
10. Leverage Guttenberg editor and reusable content blocks (or widgets)
11. Ensure the website and page templates are accessible and 508 compliant
12. Optimize images for speed
13. Create code documentation for subsequent website maintainers
14. Offer and make recommendations as needed
15. Provide release plans, sprint plans, and end-of-sprint demonstrations
16. Provide daily status reports and weekly summaries
17. Track hours and report on the burn rate and burndown chart
18. Implement social media share and follow functionality
19. Implement email subscription and newsletter syndication
20. Install and configure Google analytics
21. Implement custom blocks rather than custom fields, to be able to edit the content with the Gutenberg editor

III. DURATION OF SERVICE:

The services will commence upon execution of an agreement and shall terminate upon completion of deliverables. Agileana intends to award an agile contract with a not-to-exceed spending limit and variable scope. Agileana will assign a product owner who will assist in setting priorities and definition of acceptance criteria. The contractor shall work in an agile manner, focus on priorities as defined by the product owner, perform daily updates, weekly demonstrations, and monthly releases.

The expected timeline is 8 weeks for epic 1 and 8 weeks for epic 2. Epic 2 shall be exercised as an option condition upon timely completion and satisfactory performance of epic 1.

Contractors shall submit invoices on the first day of each month for work performed in the previous month. Agileana will pay invoices within 15 calendar days. Agileana will not pre-pay deposits or retainers for work not performed.

IV. SUBMISSION INSTRUCTIONS:

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Any changes will be published in an amendment to this RFP.

All questions or clarifications regarding this RFP must be in writing and submitted to results@agileana.com no later than the date and time specified in the cover page of this document. Questions and requests for clarification will be circulated to all RFP recipients who have indicated an interest in this RFP.

Only written answers from Agileana will be considered official and carry weight in the RFP process and subsequent evaluation. Any answers received outside the official channel, whether received verbally or in writing, from employees or representatives of Agileana or any other party, will not be considered official responses regarding this RFP.

Offerors are responsible for ensuring that their offers are received in accordance with the instructions stated herein. Late offers may be considered at the discretion of Agileana. Agileana cannot guarantee that late offers will be considered. Proposals must be submitted electronically only.

Separate technical and cost proposals must be submitted by email no later than the time and date specified. Technical proposals must not refer to pricing data in order that the technical evaluation may be made strictly based on technical merit.

The proposals must be submitted to the point of contact designated in the cover page.

The Offeror must submit the proposal electronically with up to 3 attachments (5 MB limit) per email compatible with MS Word, MS Excel, readable format, or Adobe Portable Document (PDF) format in a Microsoft XP environment. Zipped files will not be accepted.

V. PROPOSAL REQUIREMENTS

When responding to this request, please send volumes in separate files. Proposals should include:

Volume 1 - Approach

- Title page with company identification and contact information
- Cover or transmittal letter

- Table of contents
- Information about your organization, capabilities, and experience
- Understanding of the requirements and scope of work
- Approach to the scope of work
- Management approach
- Past performance and references
- Staffing plan
- Resumes

Volume 2 - Pricing

- Title page with company identification and contact information
- Pricing information

Although it is not necessary for Contractor's proposal, wireframes and mockups that illustrate potential designs for Agileana.com or recommendations will be considered in proposals.

Evaluation factors include:

- Understanding of the scope of work and requirements (30%)
- Capabilities, experience, and past performance (30%)
- Approach to the scope of work (30%)
- Pricing (10%)

Subcontract Award (estimated). Agileana will select the proposal that offers the best value based upon the evaluation criteria stated in this RFP.

VII. RFP TERMS AND CONDITIONS:

A. The Contractor selected shall be required to furnish an engagement letter and/or execute an agreement.

B. Please note that retention of services by reason of this RFP is not certain. The right to reject all proposals, solicit new or additional proposals or perform some or all of the services i house or by using services available from professionals currently under contract are retained at all times, even after the proposals have been reviewed and considered.

C. Additional information interviews and/or presentations may be required at the option of Agileana in no event shall Agileana or its employees be liable for any costs incurred for the preparation of and participation in the submission of responses to this request or subsequent interviews of persons or companies.

D. It is the Contractor's sole responsibility to be familiar with and understand all terms and conditions regarding the RFP before the opening. Any questions should be submitted in writing to results@agileana.com. Answers to all questions of a substantive nature will be given to all Contractors as a formal addendum which will be annexed to and become part of the RFP.

E. Nothing contained herein shall be deemed an offer by Agileana or be interpreted as making a representation or giving any assurance that a contract may be entered into or that Agileana is in some fashion obligated. Should Agileana be unsuccessful in negotiating a contract with the Contractor within the time frame acceptable to Agileana, Agileana may begin contract negotiations with another Contractor responding to the RFP, reflect all RFPs, re-advertise, or take such other action as may be deemed appropriate.

F. Agileana reserves the right to make any investigation deemed necessary to determine Contractor qualifications and responsibility. Contractor shall furnish to Agileana, upon request, all data pertinent thereto.

G. Submissions of a proposal constitutes agreement to all terms and conditions set forth herein. By submitting a signed proposal, the Contractor: a) warrants that the content of its proposal is accurate and binding upon the Contractor; b) represents that its staff is knowledgeable about the services to be provided as identified in this RFP; and c) warrants that it will use reasonable and appropriate efforts to provide such services in a professional and timely manner. In addition, the Contractor further warrants that it has become sufficiently acquainted with the conditions, facts, and circumstances relating to providing the requested services. Failure or omission of the Contractor to adequately acquaint itself with existing conditions, facts and circumstances shall not in any way relieve if of any obligations with respect to this RFP.