

RFP for Web Design/User Interface Consultation **Important Dates:**
Friday, June 29, 2007 – contract completed; all work performed
Friday, January 31, 2007 -- all proposals due by 5 p.m. to Melissa Eckel,
meckel@scu.edu

Project Overview:

Santa Clara University is attempting to raise its visibility nationwide. As a part of this effort, we need to communicate our core attributes, distinctive features, and unique brand to key audiences. The SCU Web site must be easy to use, provide accessible information, and present an effective brand image to support our positioning.

The University's current Web site needs to be more user friendly and intuitive. The site does not provide clear paths to some of the most significant content and it does not support the image (instead of concept?) of technological innovation that SCU is trying to convey. Therefore, SCU is in the process of restructuring the architecture, navigation, and graphic look of its Web site.

SCU's current site is large (tens of thousands of pages) and complex. It is chiefly an external communication tool, but, because the University has no intranet, it also is an important internal communication tool for students, faculty and staff. For the purpose of this redesign, however, we will focus on our external audiences - the primary audience being prospective students (both undergraduate and graduate) and their parents, and a secondary audience of alumni, donors, and campus visitors.

The university uses a content management system (CMS) for the production of the home page, top-tier navigation pages, and a majority of department and office Web sites. A single template is used in the CMS to manage the presentation of content on each page, regardless of the purpose, function, or position of the page within the site. The redesigned site will require a set of templates that ensure a consistent look and feel across the site, but are flexible enough to adapt to a variety of needs.

Invitation to Propose:

SCU is soliciting proposals from individuals or companies to provide Web design and user interface consultation. Submission of a proposal constitutes a firm offer for 90 days from the submission deadline. Santa Clara University is not liable for any costs incurred in preparing written a proposal or for presentation time and materials should the proposal be selected as a finalist.

Scope of Work:

SCU's Responsibility

The University currently is conducting research on the needs of its primary stakeholders. This research includes written surveys, focus groups, meetings, and card sorts. SCU also has conducted previous research: user tests and Web surveys concerning content important to the primary audiences. The University will define the initial plan for information architecture, labeling and navigation, however feedback and best practices from the consultant will be welcomed.

SCU will user test the paper prototypes or comped pages created by the consultant. SCU will provide content and photography for redesigned pages. University staff also will write the final report of the Web restructuring project, including recommendations.

Consultant's Responsibility

The consultant will respond to SCU's initial plan for information architecture, labeling and navigation, and may recommend and help implement additional research needed to develop the site architecture and user interface. Based on the research described above and on meetings with SCU staff, the consultant will create proposals for a redesigned homepage and page templates. The consultant will participate in University-conducted user tests, as necessary. The consultant will develop Web graphics guidelines and a style guide for the use of the templates.

Deliverables:

The consultant will deliver the following:

1. Design for homepage (three options).
2. Paper and electronic prototypes, story boards, and/or mock-ups for a new homepage, for all pages linked to from the homepage, and for two to four different page templates to identify tiers and create distinctive layers as well as provide site publishers options.
3. Web graphic guidelines and style guide for use of templates.
4. Presentations to SCU review groups (number of presentations and dates to be determined).
5. Weekly written status reports to SCU project managers.
6. Detailed timeline for completing work.

Criteria for Evaluating Proposals:

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| 1. Understanding of Problem and Scope of Work | 20 percent |
| 2. Process and Appropriateness of Approach | 20 percent |
| 3. Demonstrated Ability to Perform Work | 35 percent |
| 4. Cost-Effectiveness of Proposal | 20 percent |
| 5. Resources to Perform Work | 5 percent |

Format of proposals:

Proposals may be emailed to meckel@scu.edu. However, SCU must receive four printed copies of the proposal by Friday, January 31, 2007, at the address below for Melissa Eckel. Proposal should present information in the following format:

1. Statement of contractor's understanding of problem and scope of work, including a preliminary schedule of work between contract award and end of project.
2. Proposed Process

- A. Description of approach to work, including innovative techniques and/or special qualifications or skills.
- 3. Ability to Perform Work
 - A. List of experience with similar projects – include description of project, specifics of contractor’s role in project, name and contact information of client, date of work, and URL of relevant pages or site.
 - B. Description of knowledge of and/or experience in use of content management systems, if any.
 - C. Name and resume of primary liaison with SCU staff and bios of employees and/or subcontractors who would work on project along with clear description of what work each is proposed to perform.
- 4. A proposed cost to include development of all deliverables, all travel expenses, and all miscellaneous expenses such as FedEx or courier costs. The contractor is expected to work on a flat fee basis. No additional costs will be paid unless approved in advance by SCU.
- 5. A statement indicating the contractor’s access to appropriate equipment, human resources and upfront funds necessary to complete project. This statement should include length of time contractor has been in business. This statement also should indicate that the contractors agree that SCU can secure background information based on the information included in the RFP response. The deliverables will be considered as “work for hire” and will become the property of SCU.

Timeline:

Wednesday, January 10, 2007	RFP distributed
Friday, January 26, 2007	Last day for pre-proposal questions
Wednesday, January 31, 2007	Proposals due to SCU
Wednesday, February 7, 2007	Finalists notified
Week of February 14 – February 21	Finalist presentations to SCU
Thursday, February 22, 2007	Contractor selected
Thursday, March 1	Kick-off meeting
Friday, June 29	Project completion

Questions relating to this RFP should be addressed to Melissa Eckel or Brian Washburn. Any questions, which, in the opinion of SCU warrant a written reply, will be posted on the RFP question Web page at <http://www.scu.edu/webpublishing/rfp.cfm>. The University will not respond to questions after Friday, January 26.

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Santa Clara University identity guidelines
http://www.scu.edu/omc/design/upload/7484B%20Identity%20Guideline_F-3.pdf

Santa Clara University Web publishing site www.scu.edu/webpublishing