

# Website Request for Proposals

## A. Summary

Hui No'eau Visual Arts Center is currently accepting proposals to redesign its website. There should be separate proposals for the visual and technical elements (i.e. design and programming). Please submit your proposal along with a small portfolio of past work. It will be reviewed and voted on by the Hui staff. Please read this document in its entirety for the evaluation criteria.

## B. Proposal Guidelines and Requirements

This request expires on Monday, May 10th at 5pm HST. All requests received after 5pm will not be considered, and will be returned unopened. The price quote should be all 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 the execution of work to be performed by your company requires the hiring of sub-contractors, you must clearly state this in your proposal.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

## C. Purpose, Description, and Objectives.

### Purpose

The Hui's current website is in need of redesign. The navigation scheme has been unable to keep up with our institution's growth and is now inefficient. The site's redesign must improve site navigation, strengthen brand perceptions, and provide daily updates and news feeds. Upon completion of the development of the site, all content, coding, and graphics will become the sole property of the Hui No'eau. If there is a requirement for future site work outside the scope of Hui staff, the successful bidder may be contracted on a per project basis.

### Description

Create fast to download, flexible, and informative website that is easy to maintain. There will be a blog function, online registration for classes, which will communicate with our database of student information, an online gallery shop and ticket booth with shopping cart function, and a daily-update calendar.

Hui No'eau Visual Arts Center offers programs targeted at an audience of visual artists, students of all ages, teachers & community leaders interested in collaboration, philanthropists interested in supporting our programs, curators & museums interested in purchasing art from the gallery, historians & conservationists interested in our 90+ year old estate and grounds, brides-to-be and corporate leaders interested in renting the space.

### Objectives

Our primary objective is to improve the appearance and functionality of our current site. Students must be able to register for classes, which will automatically prompt our registration system, Raiser's Edge, provided by Blackbaud, to record the registration for our internal records. We must also be able to store and access membership information through registration pages.

Overall, the site must be:

- Aesthetically pleasing
- Simple to use and navigate
- CREATIVE and fun
- Minimalist in styling
- Able to communicate with Raiser's Edge

## D. Timeline

This RFP is dated Thursday, April 8, 2010. Proposers may also request a copy be sent via email by contacting Noah Welch at [Admin@huinoeau.com](mailto:Admin@huinoeau.com).

Proposals are due no later than 5pm HST on Monday, May 10, 2010. All proposals will be evaluated immediately thereafter. During this time we may request an interview or further work examples. Unless otherwise notified, selections will be made no later than Friday, May 14, 2010.

Phase I of the project, which includes a rough proposal of site design and navigation scheme (already provided), must be completed by Friday, May 21, 2010. Phase II of the project, which includes a final draft of the new site must be completed on or around June 17th, 2010. Phase III, testing and implementation, will occur between June 17th and July 1st, 2010.

## E. Budget

Price proposals should include:

**For Designers:** Brainstorming with staff member(s), planning, designing, implementing, and testing site.

**For Programmers:** Determine method of incorporating secure eCommerce function, automated communication between Raiser's Edge and our member and student database, news feeds, staff-updates, implementation, and testing.

Price proposals must be all 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.

## F. Organization Background

Located on the upcountry Kaluanui estate, Hui No'eau Visual Arts Center provides programs supporting lifelong learning in the visual arts, including public workshops and classes, lectures, exhibitions, art events, historical house tours, and educational outreach programs with schools and community partner organizations.

One of the last of its kind on Maui, we are a non-profit, non-degree granting, community-based arts education organization offering open access to quality arts instruction by professional teaching artists. Our programs and services are accessible to all, regardless of artistic aptitude or ability to pay for registration.

## G. Scope & Guidelines

A firm that can handle all site planning, interface design, programming, and production is preferred, but the two services may be provided individually.

Discovery: Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design: Website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

### Development Guidelines

- ❖ Update the current content management system that will permit non-technical Hui staff to instantly update website content to specific pages.
- ❖ Convert existing content to new website.
- ❖ Be visually appealing. We are a visual arts center, and we must have a website that shows it.
- ❖ Common Theme- The site must have consistency across all pages, including online store/ticket booth.
- ❖ Easy to navigate- Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” (three mouse clicks) for the user to find the desired information.
- ❖ Provide necessary software and licenses to maintain the site internally.
- ❖ Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- ❖ Capability to gather email, areas of interest, and demographic information from visitors in a format that permits the Hui to maintain a single database of users and email each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected Hui staff member.
- ❖ Connection to Blackbaud Raiser’s Edge, and in-house POS system.
- ❖ Class review forms for students to provide feedback on teachers and classes.
- ❖ Once the website has been completed and accepted by Hui management, the website design and all of its contents, software, and architecture become property of Hui No’eau.
- ❖ Usability, code, and SEO audit through entire site. This will ensure a better user experience, site validation and create awareness of current programs and services.
- ❖ Cross-browser accessibility (IE, Firefox, Opera, Chrome, Safari).
- ❖ PCI compliance with dedicated server.

### Tracking

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitors’ behavior and improve website performance and availability. We are leaning toward using Google Analytics, but are open to alternatives.

Must track Web traffic analysis, path analysis, visitor trends, page views, entry pages, top pages, exit pages, page (length of stay), technical analysis: browsers and platforms.

## H. Available Technology Resources/Integration Issues

Hosting is currently provided through Rackspace.com. We will continue to use this service. We would like to move towards PCI compliance for financial information by transitioning to a dedicated server.

Existing databases will need to be imported or connected to the new site. Currently utilizing SQL database servers.

## I. Required Proficiencies and Documentation

- ❖ List five websites that you or your firm has produced that best reflect your work and relevancy to this project. Briefly list the role you played in each project along with the URL of each site.
- ❖ Describe your experience in producing sites for artistic institutions.

- ❖ Provide current reference information for three former or current clients.
- ❖ Provide a company profile, length of time in business, and core competencies.
- ❖ Please list your terms and conditions.
- ❖ Briefly describe your firm's project management process.
- ❖ Please disclose any hardware/software vendor partnerships.
- ❖ Please explain your service level agreement structure, and what development software you will be using.
- ❖ Please include your time frame for completion. This will be used in the contractual agreements, so please provide the most realistic estimate.
- ❖ Please include your testing and support plan.
- ❖ Describe your experience in training people to use CMS, *and include references as attachment.*
- ❖ *Knowledgeable in Web 2.0 functionalities.*
- ❖ *Experienced with SEO.*
- ❖ *Proficient in UI design.*

## J. Evaluation Criteria

The following criteria is mandatory and must be met before a proposal will be considered:

Five (5) copies of your proposal must be received no later than 5pm, HST Monday, May 10, 2010. Your proposal must include a cost proposal as described above. All costs associated with the completion and implementation of the project should be presented in a flat rate, fee-for-service format.

Please deliver proposals to the attention of:

**Noah Welch**  
**Hui No'oeau Visual Arts Center**  
**2841 Baldwin Ave.**  
**Makawao, HI 96768**  
**Tel: (808) 572-6560 ext. 22**

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- ❖ Suitability of the proposal - the proposed solution meets the needs and criteria set forth in the RFP.
- ❖ Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- ❖ Aesthetic capabilities - Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- ❖ Candidate experience - Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- ❖ Value/Pricing Structure and Price Levels - The price is commensurate with the value offered by the proposer.
- ❖ Time - Candidate has the resources and ability to fulfill contractual obligations within the proposed time frame.
- ❖ Proposal Presentation - The information is presented in a clean, logical manner and is well organized.
- ❖ Demonstrated commitment to punctuality and high quality.