

## Example: Website Redesign for XYZ.org

### Introduction

XYZ.org has initiated a Request for Proposal (RFP) process to identify a vendor qualified to plan, execute and deliver the redesign of XYZ's website (www.typing.org).

XYZ requires a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website architecture, design, development, and deployment.

### About XYZ

XYZ's mission is to reduce the incidence and impact of typing by developing compelling education and programs focused on prevention, treatment, rehabilitation and support for all those impacted by typing.

XYZ was formed in 1995 to fill a void as the only national nonprofit organization focusing 100 percent of its resources and attention on typing. In its awesome history, XYZ has become a leading national resource on typing and the driving force behind efforts to improve typing prevention, treatment and rehabilitation. Based in Brooklyn, NY, XYZ sustains itself through individual donations, memberships and grants.

### Project Background

XYZ's site has been operating with the current visual design for 3 years and the current architecture with only minor changes since 2006. As the site has grown to over 8,000 pages and a large library of linked documents, the architecture and navigation have become increasingly complicated and difficult for the user to navigate. In addition, the current design is complicated and limiting when building new pages.

The site currently receives approximately 50,000 unique visitors per month. However, time on site and number of pages visited has been decreasing marginally over the last few years; we would like the new design to address this concern.

### Project Goals

The goals of this project include:

- A focus on the typist
- Improved and multiple navigation paths making it easier for the user to find relevant content
- Updated visual design that is fresh and modern
  - Tightly integrated with social media
  - Increase audience engagement/conversion:



- Visit to donor
- Visit to advocacy
- Visit to typing community

We desire a firm that will deliver not only a visual refresh to the site but expertise on best practices and usability surrounding architecture and navigation. In addition, the refresh will maximize and promote constituent engagement.

XYZ's website is an integral component of its mission, and all its target demographic markets use the Internet as their primary source of information about health issues and diagnoses. However, as XYZ wishes to add more information and reach more users, the site design and usability become increasingly important.

In the three years since the last re-design, new technologies have changed the way that information can be delivered online. XYZ will leverage these technologies while also revitalizing the site design and building a brand presence for the organization and its site.

In particular, the site must be designed and built responsively to assure visitors can view content from any type of device. Mobile and tablet traffic has recently grown to 43% of total traffic to the site. Visual re-design of the entire site must be coordinated to create a cohesive message. An information architect is necessary to reorganize content to be easily accessible to users.

### **Target Audiences**

The target audiences for the site and their primary usage of the content are as follows:

- People who type
- At-risk public who don't type
- Family members of typing survivors
- Donors
- Typing Advocacy Network Members

### **Servers / Hosting**

The site is currently hosted on the Blackbaud Luminare platform. We would need to explore what the next steps for hosting for us would be if we do not build the site using Convio.

### **Style**

XYZ will provide a copy of our current brand standards but will be open to creation of complimentary colors and font standards for the web depending on design direction. We will require the creation of an online brand standard document.

### **Web Content Copy**

Any new content will be developed at XYZ. New landing pages or text that would drive acquisition and donations or is necessary due to fundamentally changed architecture will be



the priority. We would also like to engage your expertise in creating a plan for creating the new pages. We will upload all new content.

### **Associated Databases / Catalogs / Accounting / Membership Software**

Currently the XYZ website is hosted in the Convio Luminare Page builder platform and connects to the Convio Common Ground CRM and donor database. We will continue to host in this way and would like this connection to be maximized whenever possible when new data collection or donation opportunities are presented on the site. Additionally, we use Salesforce.

### **Required Elements**

- Updated architecture and user-centered design
- Social Media integration at the page level (Facebook, Twitter, LinkedIn, Pinterest)
- Responsive design and infrastructure for mobile and tablets
- Strong drive to engage the user/acquire visitors to site
- Knowledge of linking website build into Convio
- Incorporation of usability testing
- Strong adherence and awareness of ADA compliance issues and other issues around disability that are prevalent among our constituency

### **Search Engine Optimization**

Site must be built in a way that it maximizes any SEO opportunities.

### **ADA Compliance**

The website should be compliant with the requirements of the Americans with Disabilities Act and should also take into account any other issues of usability prevalent among our constituency.

### **Traffic Reporting**

Google Analytics is installed through the CMS.

### **Timeframe**

The deadline for the revised website is third quarter of 2015.

### **Budget**

Our projected budget is between \$30k-\$50k.

### **Proposal Instructions**

As part of your proposal, please address the following:

- Sample project plan



- Itemized project budget
- Your approach to website design
- Details regarding your website project management process
- A summary of website development experience
- Existing client references that are also using Drupal with Convio as their CRM.
- Identify who will be involved on your project team, including their relevant experience and credentials

Please be sure to include the name and contact details of persons to be approached for clarification of the proposal if needed.

**Note:** This isn't a real RFP and we will publicly shame you if you actually send a proposal to us because it is clear you didn't really read this and are just a proposal factory.

Hope this helps you!!!