

Example: Website Redesign for Blue Dot

Purpose

Blue Dot is relaunching our site because it has been a while, 5 years to be exact. We need a full content migration onto a CMS that our staff can manage. The design must be refreshed to match current web standards.

We are flexible and willing to work with existing themes and templates as we are working on a small budget. It would be great if the site could collect emails as well as have a couple sign up forms for our stakeholders to express interest.

Organization Background

We've been around for 10 years. The purpose of Blue Dot is to feed more people more blue dots in order to make them happier. We use our site to find new people interested in eating blue dots. Yum!!

Project Background

Blue Dot needs to reach more people online to create awareness about our dots and how they can help people be happier. The site is old and is hurting our ability to raise awareness and create new updated content around blue dots. The board is really pushing this project and the staff couldn't be happier that we will be addressing this.

Features

- Updated mobile friendly design
- Scrolling homepage feature
- Content structured for improved SEO
 - Blog and static content areas with taxonomy
- Email signup connected to mailchimp
- Registration forms our staff can access
- Ability to edit every part of the site and add new content
- Google Analytics setup to properly track goals
- Nice to have:
 - Galleries for images
 - Strong social media integration
 - Fairies, lots of fairies
 - A fun staff page

Timeline

Proposal due date: Feb 20



Decision date: March 1st

Estimated project completion should be within 3 months of contract signing.

Budget

Our budget is tight and we are looking for bids around \$20k for the entire project. We are open to breaking this into two parts.

Proposal instructions

Please send proposals to letstalk@wholewhale.com by the proposal date. Include in your proposal the answer to the following questions:

- Why are you the right firm?
- What experience do you have with the blue dot space?
- Which CMS would you recommend - what are the potential downsides?
- Who on your team will be doing the work?
- What is your super power? Why?

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!!!