Request for Proposal

Website Redesign and Redevelopment

July 2022

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1. Summary

The Caribbean Policy Research Institute (CAPRI) is accepting proposals to redesign and redevelop its website. This will be a concept to completion project. The purpose of this RFP is to provide a fair evaluation for all candidates, and provide candidates with the evaluation criteria against which they will be judged.

The existing CAPRI website (see capricaribbean.org) was created in 2008. It was last redesigned and redeveloped in late 2015 by 876 Solutions, a provider of comprehensive technology solutions serving the Caribbean market. Modifications have been made by 876 Solutions and the CAPRI communications team. 876 Solutions also provides web hosting and security maintenance to the CAPRI website.

2. Proposal Guidelines and Requirements

This is an open and competitive process.

Proposals received after 11:59pm GMT -5, Friday, July 29, 2022, will not be considered.

The proposal should contain the signature of an authorising agent of the submitting company.

The price you quote should be inclusive of all fees and charges, with a detailed breakdown of these items available on request.

The execution of this work should not require the hiring of sub-contractors by your company.

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

3. Contract Terms

CAPRI will negotiate contract terms upon selection, and a project will be awarded upon signing of an agreement or contract, which will outline the terms, scope, budget, and other necessary items.

4. Purpose, Description and Objectives

Purpose

CAPRI currently has a web presence that is outdated in appearance, structure, and functionality. There are over 30 webpages across the existing site, exclusive of PDFs, blog posts and other media. Many of these pages are not kept up to date. The site also has no way of navigating reports – the core of CAPRI's work – beyond simple pagination by publication date.

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At the time of its development, CAPRI's website was innovative, but as web design continues to evolve alongside best practice, it has become necessary for CAPRI to reassess its web presence. This project is an opportunity to re-engineer the site to better reflect CAPRI's mission and incorporate up-to-date web technologies. Upon completion of the site, CAPRI will assume responsibility for updating website content (images and text) and will contract the successful company on an hourly retainer basis for maintenance.

Description

In line with UI/UX best practice, create a flexible, informative, up-to-date website that is easy to maintain and viewable by desktop and mobile devices. In addition to designing a user-friendly site with an intuitive interface, the successful company must also incorporate the web-based, database-driven content management system that allows key personnel to easily update content without directly accessing source code.

CAPRI's current site was built using the PHP 7 framework and uses a combination of AJAX Libraries API and Cloudflare for its content delivery network. It employs Drupal 7 for its content management system. Web hosting, SSL certificates, and name server are also provided by Cloudflare. Further details are listed in section 10, which lists available technological resources and integration issues.

In addition, CAPRI is seeking a firm that provides tools for search engine optimisation (SEO) and social sharing. For pages and content that are not yet in existence, the preference is to have user-selectable, predefined templates to choose from that dictate the layout and colour scheme.

CAPRI will consider other hosting options based on recommendations.

To be effective, CAPRI's website must be:

- Quick to load and operate
- Responsive on mobile and desktop devices
- Intuitive
- Informative
- Secure
- Aesthetically pleasing
- Improve Google Rankings
- Search Engine Optimised with proper Keyword Research

Additionally, we would like to know which features may not be backwards compatible with older devices.

Objectives

CAPRI's current website is outdated and needs a refresh to accomplish its current communications goals.

CAPRI's primary goals are to:

- Increase awareness of CAPRI's work

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- Improve CAPRI's online presence with a responsive and accessible website
- Increase subscriptions to CAPRI's newsletter
- Allow for easier access to CAPRI's publications
- Provide credibility to potential and existing sponsors and institutional partners

CAPRI also wants its redesigned website to reflect its culture and values to attract potential hires.

CAPRI would like to be able to upload and edit content in-house. The tools incorporated in this redevelopment must allow the organisation to do this in-house using basic technical skills and limited personnel.

Vision

To meet CAPRI's organisational goals, the new website should:

- Represent the CAPRI brand, tagline, mission, and values.
- Be in keeping with UI/UX best practice.
- Showcase CAPRI's activities, with particular attention to report launches and news coverage.
- Strengthen relations with CAPRI's audience of policymakers, sponsors, institutional partners, and the public.
- Be a suitable home for documentation of CAPRI's history.

Strategies

- Use responsive design to provide a consistent UI across all devices
- Establish a clear path for visitors to access information relevant to them
- Integrate with CAPRI's MailChimp newsletter to encourage new signups.
- Integrate with CAPRI's social media platforms and direct traffic to its social media accounts.
- Leverage limited human resources through improved efficiencies in web management
- Provide avenues for maximising SEO
- Provide an archival system for CAPRI's press releases, reports, briefing papers, and media into a searchable database

5. Timeline

- This RFP is dated July 18, 2022. Proposers may request more specific, detailed information by contacting Christina Ivey at civey@capricaribbean.org.
- Proposals are due no later than 11:59pm GMT -5, Friday, July 29, 2022.
- Proposals will be evaluated immediately thereafter. Interviews may be required via Zoom in the following week and will notify candidates if this is needed.
- The successful firm will be decided on or before August 9, 2022.

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- Negotiations will begin immediately with the successful firm and should conclude by August 16th.
- Unsuccessful firms will not be contacted.
- The completion and delivery dates of the project and its' phases will be mutually agreed upon prior to signing a contract.

6. Vendor Requirements

Proposals must address the following:

Executive Summary

1. Describe your understanding of CAPRI's current website challenges.
2. Summarise your proposed solution, and how your solution will resolve CAPRI's current website challenges.
3. Provide a summary of pricing for the proposed services and products.

Be sure to include:

- **Company overview** – Describe your company, its experience in web design and development, and any experience with non-profits. Provide links to your agency website, portfolio, and social media.
- **Team** – Identify the team who will work on this project; include everyone's name, role, and a brief description of their relevant experience.
- **References** – Provide two references who can speak to the services requested in this RFP. Please include contact information and a brief description (one paragraph) of work done for those clients.
- **Solutions Menu with Pricing** - Based on the elements included in the Project Scope/Objective section, tell us about your proposed solution in terms of creative design strategy, methodology, plan, and other important aspects of the redesign process. Include all project phases and tasks, along with a line-item breakdown of costs
  - **Project Management Tools** – Explain your process for tracking and documenting project status.
  - **Deliverables** – Outline the products and services to be delivered.
  - **Schedule** – Provide the suggested project schedule detailing the time required for each project phase.
  - **User Support** – Provide details on user support for content editors.
  - **Payment** – Include any preferences for invoicing and payment
  - Anything else deemed important to the vendor
  - **Include ALL terms and conditions.**

7. About CAPRI

The Caribbean Policy Research Institute (CAPRI) is a not-for-profit, public policy think tank dedicated to the production and dissemination of impartial, evidence-based knowledge to

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inform sustainable economic, governance, and social policy decision-making in Jamaica and the wider Caribbean.

CAPRI makes its impact through the execution of sound research along with widespread, accessible dissemination of its key findings, together with visible advocacy. We make our research findings available by way of reports that are targeted to the public, as well as more detailed papers that are geared towards specialists and policy makers.

We explore various aspects of situations with the aim of bringing a comprehensive perspective and solutions to the most pressing developmental issues of the day. Our subject matters may be thematic or sectoral, but they are all pertinent to the question of how Jamaica and other Caribbean countries, can make progress towards fulfilling its social and economic development potential.

Our Tagline

Taking Responsibility – There has always been a tendency to blame our societal outcomes on external factors. We think citizens should take responsibility for the country's problems.

Our Mission

To provide quality research in an accessible manner to policymakers, their constituents, and the public to inform a constructive debate around critical social, economic, and developmental issues facing the region.

Our Values

- **Objective** – The conclusions you draw from your work should reflect strictly the methodology and facts relevant to the question at hand, free from biases, prejudices, or preferences.
- **Accountable** – Performance is what counts. Each of us is expected to deliver what we have committed to do, rather than explanations for why it was not done.
- **Supportive** – Sometimes things go smoothly; other periods are rough. We help co-workers who are going through rough periods, whether in work or in life.
- **Open** – We welcome new ideas. The only way to discover the best ideas is to be willing to entertain the seemingly crazy ones.
- **Innovative** – We are a learning organisation. No method or process is ever complete, no matter how good. We try new things, and we are always evolving to be better.

8. Audience

The primary audience for the CAPRI website is policymakers, institutional partners, potential and existing corporate sponsors, university students, as well as the Caribbean public.

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9. Scope and Guidelines

The scope of this project is to redesign the existing CAPRI website (capricaribbean.org) and to provide templates for incorporation in the content management system. CAPRI's communications team will provide the successful firm with the photography and content necessary to populate the new site.

Discovery

Confirm audience, objectives, graphic look and feel, site map and navigation, technology issues and assumptions, required functionality, budgetary constraints, resulting in a creative brief.

Design

Disclosure of website information architecture, graphic look and feel, user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines

The finished website should meet the following criteria:

- Include templates that incorporate a content management system that will permit CAPRI staff to update website content.
- Once the site has been completed and accepted by CAPRI, major maintenance and updates will continue to be administered by the vendor, to be priced separately from this project.
- The site must have backwards compatibility with certain features on the existing site, namely the policy tracker, discussions, and blogs.
- The site should be aesthetically pleasing, with a mix of text and graphics without feeling crowded. Key information should fit as close to a single displayed page on a typical sized monitor as possible, though we have preference for infinite scroll over pagination on content delivery pages.
- Each page should have a common look and feel. The CAPRI logo should be displayed on every page as a common header. The logo and its variants will be provided by CAPRI.
- The fonts used should be DIN Pro for headers, and Open Sans for body text. CAPRI will provide font files if necessary.
- Use of photography should be consistent throughout the site; pictures on the landing page should be larger than those on other pages. Pictures must be easy to replace.
- The site should be easy to navigate; information should be presented in a logical manner with a minimal number of clicks to find desired information. Navigation design should complement the capabilities of touch screen devices.
- Development of templates that adhere to the proposed navigation scheme, enabling non-technical users to easily add and edit new sections/pages.
- Provide search capabilities with key words or phrasing that will identify content throughout the site and optimise Google Rankings.

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- An assigned project manager should be available to communicate with CAPRI staff, present design and development solutions and be available for meetings throughout the course of this project.
- Once the site has been completed and accepted by CAPRI, its design, contents, and architecture will become property of CAPRI.

Site specifications

- Site must be compatible with current and one previous version of Microsoft Edge, Firefox, Chrome, and Safari browsers.
- The site should be developed with accessibility in mind.
- The site should be designed so that each page loads in a way that is acceptable to the typical user with average Jamaican internet connection speeds.
- The site should promote subscriptions to CAPRI's MailChimp newsletter.
- The site should allow donations via PayPal.

Testing

Testing of site on all applicable platforms.

10. Available technological resources/integration issues

CAPRI will revamp existing web content. New content will be provided as it is identified during the project.

- Analytics and Tracking – Google Analytics
- Widgets – Google Font API, Font Awesome, Twitter Timeline, Disqus
- Frameworks – PHP 7
- Mobile – Viewport Meta, iPhone/Mobile Compatible
- Content Delivery Network – AJAX Libraries API, Cloudflare, CDN JS, Cloudflare JS
- Mapping – Google Maps
- Audio Visual Media – YouTube
- Content Management System – Drupal 7
- JavaScript Libraries and Functions – Google Hosted jQuery, Touchwipe, Modernizr
- Advertising – Opted out of Federated Learning of Cohorts
- Web Hosting Providers – Cloudflare
- SSL Certificates – Cloudflare SSL
- Name Server – Cloudflare DNS
- Operating Systems and Servers – Parallels Plesk Panel, IPv6
- Syndication Technologies - RSS
- Our social media accounts are as follows
    - Twitter (@CapriCaribbean)
    - Facebook (CAPRI - Caribbean Policy Research Institute)
    - Instagram (@capri.caribbean)
    - LinkedIn (Caribbean Policy Research Institute)
    - YouTube (capricaribbean)

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- CAPRI sends newsletters via MailChimp and would like to allow visitors to subscribe through its website.
- CAPRI host reports and briefing papers on Google Drive.

11. Qualifications

- List three sites your firm has produced that reflects your work and relevancy to this project. List the role your firm played in each project. Submit URLs for these sites; please only include live sites.
- Describe any experience producing sites for non-profit organisations.
- Provide reference information for two former or current clients.
- Outline your firm's capacity to produce CAPRI's website (staff, equipment, software, office location etc.)
- Provide company profile, length of time in business and core competencies.
- Describe the percentage of your web staff that would be working on this project relative to your entire staff, e.g., if you would use two staff on the project and you have a web team of eight people, the percentage would be 25%.
- Briefly describe your project management process.
- Disclose any hardware/software vendor partnerships you have.
- Provide a detailed timeframe for completion, to be evaluated and incorporated into the final contractual agreement. Be realistic with completion timelines.
- State how you intend to communicate with the project lead at CAPRI during the project, and at what intervals.
- Describe the support offered during and after the project.

12. Evaluation Criteria

The following criteria will form the basis upon which CAPRI will evaluate proposals. The mandatory criteria must be met and include:

Receipt of your proposal should be no later than 11:59pm GMT -5, Friday. July 29, 2022. Your proposal must include a cost proposal as described above. All cost associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals to the project lead, Christina Ivey, via email at civey@capricaribbean.org .

Proposals meeting mandatory requirements will be evaluated with the following criteria:

- Meets the needs and criteria set out in this RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Prior work that demonstrates creative and accessible interfaces.
- Candidate has successfully completed similar projects and has the qualifications to undertake this project successfully.
- The price is appropriate for the value being offered by the proposer.

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- The firm has an appropriate number of staff and necessary expertise to develop the site in a timely manner.
- The proposal is presented in a clear, logical manner.

13. Format for Proposals

Please use the following guidelines to format your proposal:

Length and Font Size

Please use fonts no smaller than 10 point. Maximum proposal length – including title page, cover letter, proposal, qualifications, and costs – should not exceed 20 pages.

Title Page to Include

CAPRI, Website Design & Development, your company name, address, website address, telephone number, email address and primary contact person.

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company.

Proposal

Discuss your proposed solution, including the features, benefits, and uniqueness of your solution. Please include the length of time you feel it would take to deliver the completed project, from the day of signing the contract to completion.

Qualifications

Provide the information requested in the "Scope & Guidelines" and "Qualifications" sections of the RFP.

Costs

List costs as requested above. Identify staff who will be working on the project. Include standard hourly rates for work that may be needed in the future.

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