



QUESTIONS & ANSWERS (“Q&A”)

ISSUED TO ALL PROPONENTS

Q&A No.:	1
RFP #:	15160004
RFP Title:	Think Tank Initiative Website and Graphic Design Services Phase 2
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Issue by:	Lindsay Empey
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DETAILS OF Q&A DOCUMENT

This Q&A document is being issued to respond to questions submitted by Proponents seeking further clarification.

BLOG

1. Question: From experience a month between signing a contract and adding a blog is a bit of a tight squeeze, is there a reason for the compressed timeline?

Answer: As we are building the blog into our current website, we do not anticipate this requiring a great deal of time. The timelines however may be adjusted during the negotiation phase with the successful proponent.

2. Question: Does the blog system need the commenting feature, if so are you open to 3rd party commenting systems (i.e. Facebook comments)?

Answer: Yes comments will be required but it is unlikely that we will use 3rd party commenting systems. It is our belief that this function already exists in our website.

3. Question: Can anonymous users contribute new blog posts, or will they have to register first?

Answer: They will have to register and all posts will be approved by the IDRC Program Officer.

4. Question: What are the user roles of the system? Does each content type need separated moderator roles, or is there only one CMS admin role that moderates all content?

Answer: There is one primary webmaster for the whole website. That said there are a number of individuals who also contribute. All administrators have access to all content.

5. Question: How many content types are there in the current Drupal CMS?

Answer: We believe there are 14.

Case Study Section

1. Question: Can you please elaborate on the requirements for the Case Study pages- does the page need to function similar to the <http://www.developmentprogress.org/case-studies> with the sub grouping of content? Would you also like an interactive map on this page?

Answer: We are in the early stages of thinking about this section, so we are open to innovative approaches. However, yes we would like to see sub grouping of content.

2. Question: is case study/site content tagged appropriately to allow pages to dynamically pull content for the rest of the site?

Answer: This is our goal; our news content and results content are tagged.

3. Question: Collaboration –with who? Any other agencies that we need to work with/pull content from?

Answer: No. This is about developing opportunities for website users to collaborate/provide input.

Newsletter

1. Question: As you already have a newsletter service, are you looking for a(n):
 - A) Email template
 - B) Redesign of existing newsletter section/page
 - C) New Drupal Newsletter system from scratch
 - D) Integration with a 3rd party email marketing provider (i.e. MailChimp)

Answer: We do not have a newsletter at the moment (but have used Upaknee in the past) and we are interested in a newsletter that pulls directly from our current website content. This will likely be C).

Misc Website

1. Question: Can you please clarify if this is a redesign, a rebuild or both? The RFP states that you would like to maintain your current Drupal-based website. Is it your intention to build upon current codebase and visual design?

Answer: This is not a redesign or a rebuild. We are simply maintaining our current site and “refreshing” a few sections. It is our intention to build upon our current codebases: our aim is to add additional features and functions with the purpose of developing a more dynamic, interactive and exciting website>

2. Question: Can you please provide a list of website users types both internal and external, and an estimate of how many internal users. Example:
 - a) External users: Research organizations, government stakeholders, research students, general public, donors.
 - b) Internal: general administrator (3 individuals) content editor (10 individuals)

Answer: We will be sharing this information with the successful proponent once the call has been closed.

3. Question: Are moderator accounts language specific? E.g. a French moderator will only see French content and approved French content? Or is it ok to let a moderator see/approve content in all languages?

Answer: Currently we have no restrictions on moderator accounts. There is only one individual who moderates and creates content on a regular basis.

4. Question: Does the scope of this RFP include server/hosting maintenance tasks?

Answer: IDRC is open to receive proposals for hosted solutions, and IDRC hosted solutions. Please see the RFP for further detail on current hosting.

5. Question: What is the PHP version on the VMware host?

Answer: 5.3.3 but this can be upgraded to any version if required.

6. Clarification: IDRC IT department is responsible for managing the VMware hosting environment in a scenario where the hosting is done at IDRC.

7. Question: In your RFP documentation you mention that you wish to further develop your website in Drupal’s CMS platform. Is there a compulsory need for this, or are you open to utilizing other CMS platforms such as wordpress?

Answer: All proposals must include Drupal as CMS platform.

8. Question: is hosting currently internal to IDRC or is it provided by an external provider? If it is externally provided. Who is the provider?

Answer: This information is provided in the current RFP Documentation.

9. Question: Would you like interactive infographics or static infographics?

Answer: Both

10. Question: How would you like to see pricing for as requested services like: user experience, analytics, updating the website terms of use to reflect privacy and other legislated requirements.

Answer: These should be reflected in the financial proposal but as an option.

11. Question: Would IDRC like to incrementally roll out the functionality indicated in the work plan or would the new functionality be launched all at once at the end of the development phase?

Answer: This would be decided with the successful proponent once the call has been closed.

12. Question: Your RFP mentions things that you're looking for in a website: are you open to alternative suggestions to some of the features you're requesting? For example, you request a homepage carousel in a few different places. First, we'd like to understand why you'd like to have that on your site (is it a matter of giving equal representation to different teams, or sharing a few different campaigns)? Are you open to an alternative approach to achieving the same thing (with reason for our suggestion)?

Answer: We are open to suggestions and this will be decided with the successful proponent once the call is closed.

Visual/ Graphics Design

1. Question: In regards to the design "freshen-up" mentioned in 3.2 A) is the intention to work with the current TTI branding and freshen it up? Or is TTI looking for completely new design guidelines?

Answer: The intention is to work with the current TTI branding and freshen it up.

2. Question: Does TTI have a brand guide the proponent will be following? And will TTI require the proponent to create an updated brand guide/style guide?

Answer: We have a logo guide; this will be shared with the successful proponent.

3. Question: in the infographic examples provided in 3.2 B) 1) www.thinktankinitiative.org/results, will the proponent only be designing the infographics? Or will the proponent need to completely redesign all of the materials? Is the intention to have this info displayed on the site with interactive infographics and eliminate the PDFs altogether?

Answer: There is no need to redesign old infographics. These will be new infographics.

4. Question: Can you please provide more information about the interactive visualization tools. Do you have any examples of what you are looking for?

Answer: These will be shared with the successful proponent

5. Question: Could you please confirm how many languages will all infographics be developed for?

Answer: English, French and Spanish (separate infographics for each language).

6. Question: How many languages for the Annual Thematic Compendium?

Answer: English, French and Spanish

7. Question: How many languages for the final Phase Two Report

Answer: English, French and Spanish

8. Question: Will the structure/layout for these (Infographics, Annual Thematic Compendium and final Phase two report) be different in print vs. digital?

Answer: This will be decided with the successful proponent

9. Question: How many concepts are desired for the web refresh plus design of all other products?

Answer: This will be decided with the successful proponent

10. Question: Please describe the nature/structure of a creative brief in terms of design and layout. And how many languages will these be required?

Answer: This will be decided with the successful proponent and will be required in English French and Spanish.

11. Question: What type of illustration and approximately how many? In how many languages?

Answer: This will be decided with the successful proponent and will be required in English French and Spanish.

12. Question: What type of marketing tools and approximately how many? In how many languages?

Answer: This will be decided with the successful proponent and will be required in English French and Spanish.

13. Question: What types of posters and approximately how many? In how many languages?

Answer: This will be decided with the successful proponent and will be required in English French and Spanish.

14. Question: What type of envelopes and approximately how many? In how many languages?

Answer: This will be decided with the successful proponent and will be required in English French and Spanish.

Background

1. Question: Who is your primary audience for this website?

Answer: Southern think tanks, like minded stakeholders and donor organizations.

2. Question: Can you provide a simple analytics report that includes overall traffic, traffic for top sections and pages within the site, top landing pages, device usage, top referring channels (Paid, organic search, social), top internal search terms?

Answer: We feel that we have covered this within the body of the RFP; further details will be shared with the successful proponent.

3. Question: What are the top activities (prioritized) you want people to be able to perform on the website?

Answer: We want people to be able to search for and find results and publications, which included reports, videos, stories etc.

4. Question: The RFP mentions that the goal of TTI is to “Strengthen this group of independant policy research organizations, enabling them to provide an objective, high quality research that both informs and influences policy.” Can you please provide some indication of your approach in accomplishing this, including some challenges?

Answer: Basic information about our approach can be found here:

<http://www.thinktankinitiative.org/program/approach>

5. Question: Regarding the educational component
- a) What is currently working well, and what is not working well?
 - b) Are you open to exploring a more interactive approach to educating online?

Answer: This information will be shared with the successful proponent

6. Question: Regarding the collaborative component
- a) What is currently working well, and what is not working well?
 - b) What is the anticipated value to participants from the collaborative features?

Answer: This information will be shared with the successful proponent

7. Question: To demonstrate experience providing similar services (Section 6- A.2) are we being asked to demonstrate 5 years experience through 3 projects only, or to demonstrate 5 years experience providing similar services including 3 full project descriptions?

Answer: The response in general should demonstrate that the proponent has 5 years of experience delivering similar services and should include 3 examples where the similar services were delivered.

8. Question: In providing work samples (Section 6 A.3 (the criteria states that proponents should ideally include work samples from the same client as the references provided. Is IDRC referring to the 3 Projects provided for similar services(Section 6 A.2)

Answer: Yes ideally the examples would be from the same clients as the references provided in Section 6 A.2

9. Question: If project descriptions provided to substantiate similar services are indeed references, should we include client contact details per project?

Answer: You may include the client details in your proposal or upon request

10. Question: Could you please provide a more detailed description of expectations for Proponent financial proposal and the evaluation thereof?

Answer: Ideally we would like for the proponent to provide as much detail around pricing of the services as well as the cost to complete the project as outlined by our requirements. We are asking that a total budget be submitted including all assumptions

underlying its financial proposal as well as a detailed breakdown to provide these services however the proponent sees fit. In regards to the evaluation, we will be looking for our mandatory requirements within the detailed breakdown by rate/resource etc.

11. Question: If the financial proposals are being evaluated based on total price, how are proponents to price undefined deliverables such as providing advice, ongoing maintenance and support etc.

Answer: Please provide your best estimate based on what we have requested in our requirements. Anything felt to be undefined please include in your financial proposal but as an option to be discussed.

12. Question: What is the budget for Phase 2?

Answer: A budget has not yet been set at this point we are looking for the proponent to provide best pricing based on the requirements.

13. Question: Content Staging- Can you provide more detail on how you currently do your content staging?

Answer: When new pages or features are being developed, this is done on a staging site by the website developers. A link is provided to us so that we may view and test the new content when it is ready. Because IDRC hosts this site, the web developer has to coordinate the movement of the content from the staging site to the live site with IDRC. The selected proponent will have access to the staging and production sites via remote connection.

14. Question: Print design- On Page 8 you request multiple design based deliverables; Annual Thematic Compendiums, Infographics, and other Design Agency work. Please describe the type of vendor that you are looking for. You appear to be requesting the services of two different vendors. Drupal vendors do design work, but are not in the business of replacing the function of a design agency that develops Print materials and Infographics. Please clarify the type of vendor you are looking for and why you are asking for two different sectors of the market to be packages into the same RFP.

Answer: IDRC requires a proponent that can provide both website and visual/graphic design services. We are looking for an efficient means of maintaining an integrated and streamlined website through which we can share relevant content and foster collaboration. We view many of the proposed tools as inextricably linked. Should we not find a proponent that could fulfill both requirements we will re-assess our needs at that time.

Time Line

1. Question: From our experience, it's best to make the site responsive first and then build on features from there- but this would push the timeline laid out on page9 of the RFP; would IDRC be okay with that? And are these strict timings?

Answer: We are open to alternative timelines but please provide a clear overview of the proposed approach.

2. Question: Where does responsive design update fall into this timeline?

Answer: It is not specified in this timeline so we are open to proposed approaches.

END OF Q&A # 1
