



CANADIAN MUSEUM FOR
HUMAN RIGHTS
MUSÉE CANADIEN POUR LES
DROITS DE LA PERSONNE

Negotiated Request for Proposal

VIRTUAL MUSEUM INITIATIVE

Solicitation No.: CMHR 2016-04

Addendum #2

NRFP CMHR 2016-04 clarifications:

Budget/Pricing

Vendors are reminded that the first part of the competition is heavily weighted toward vendor capabilities. While pricing is scored at all stages of the evaluation process, the evaluation team understands that all pricing and timeline estimates will be subject to change in conjunction with a more detailed discovery phase once the short-listed candidates are identified.

The only component of the scope that must be completed within the 3-6 month period is the E-commerce requirement. Vendors will provide price estimates of the other components based on the degree of anticipated completion (work done) within the 3-6 month time period. The objective of the pricing request is to understand the types of services and solutions a vendor is comfortable recommending. Given the CMHR is looking for a long-term partner, this partner must be conscious of the usual budgetary processes of a public institution, but also understand the types of initiatives and support required to meet the CMHR's national and global objectives as outlined in the negotiated request for proposal (NRFP) document.

E-commerce

The e-commerce component is time-sensitive and needs to be implemented rapidly. The current system is deemed sub-optimal. Vendors are encouraged to promote the solution sets which they feel provide the CMHR

with the necessary capabilities for meeting its needs as a public museum, which can be implemented in a timely and cost-effective manner. Recommendations can include assumptions about traffic demand, transaction capability and loyalty/member programs.

Digital Content

The CMHR core competency is content creation. Vendors are not expected to create content per se, although they may wish to play a supportive role with the communication team in content format, delivery and curation. The goal of the “virtual museum” initiative is to ensure exhibit content is available online, as well as facilitate the creation of additional content by stakeholders and ancillary platforms (e.g., social media, third party data/archives).

Recommended solutions should anticipate a wide variety of formats and types of information/images/video, including accessible content types (e.g. transcripts, closed captioning, audio description, etc.).

Discovery/Segments

The CMHR has done work in the past on stakeholder segments and visitor personas, which will be made available to the final candidate. Notwithstanding any existing work done on stakeholder segments, vendors should anticipate a discovery phase that includes efforts to understand the CMHR’s core stakeholders and factors impacting positive user experience.

Vendors may include an outline of their anticipated discovery phase in their pricing estimates and timeline/work plan. This outline can indicate the allocation of time dedicated to establishing detailed business requirements, technology review and evaluation, and assessing user experience and segment alignment.

Exercise

Vendors are asked to propose a simple campaign plan using one of the examples provided in the NRFP. These examples are actual exhibits and involve CMHR created content. Vendors are to assume the principal content is available for the campaign. The objective is to offer vendors that opportunity to showcase how they use digital mediums to target and engage audiences.

Language

The working language of the CMHR technology team is English. The communication team is bilingual, but the principal working language is English. All public-facing content must be in both official languages. This includes all publicly accessible digital assets, with exception of content created by non-Museum stakeholders and participants. At this time the CMHR does not anticipate language requirements beyond Canada’s two official languages.

Legacy/Technical

Questions on legacy systems and technical specifications can be addressed with short-listed candidates during the interview process. At this juncture, vendors are asked to assume a technology tabula rasa. While an API-based approach is assumed, all other platforms, tools, SaaS or related capabilities are open for discussion and recommendation.

One of the key roles of the winning candidate is to recommend the technology solutions and the implementation protocols used to meet the CMHR’s objectives.

Support

The vendor will be expected to play a critical role in the implementation of the solution and providing ongoing support.

CMHR will also need some degree of support for campaigns and communication-related content management. This means developing and supporting the content delivery, feedback/response management, and ongoing engagement support. While details on the division of roles and responsibilities for campaigns and communication will be negotiated as the partnership agreement expands, proposing vendors should suggest how their talents and expertise can be best utilized by the CMHR. One approach is outlining vendor support capabilities in the campaign exercise. This discussion can include how supportive role could be leveraged in subsequent campaigns and communication activities.

Timeline

The 3-6 month timeframe is primarily concerned with the implementation of the e-commerce solution. The CMHR fully expects a staged roll-out and is comfortable with a development roadmap across a twelve month period. However, in terms of pricing, the evaluation team does want to understand what the vendor anticipates completing at the end of six months.

Vendor/Partner

The CMHR is open to all vendors, regardless of their location. Some the expertise of some vendors may not cover all of the needs outlined in the NRFP. We encourage vendors to partner with firms that complement their capabilities. If a vendor's proposal includes multiple partners, the evaluation team asks that the lead vendor be identified, and that the lead partner explain their approach to partner management.

Scope

While the six items outlined in the "Scope of Work" appendix summarize what the CMHR wants to achieve, the Museum leadership recognize that the full realization of this strategy will require multiple years.

Given the CMHR's commitment to a long-term partnership, the expectation is that proposing vendors indicate what they expect to achieve in a six-month time frame. Given the goal of expanding the CMHR's digital footprint, the evaluation team is asking vendor proposals to arbitrarily prioritize what can be done effectively in the shortest amount of time.

The vendors are not being asked to focus on the more complex nature of system dependencies and interlocking rollouts that will be a natural part of the eventual implementation of all six items. The key assessment criterion is the ability of a vendor to recommend the solution and formulate a general/partial implementation schedule, which addresses each of the six items within the specified timeframe.

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