Request for Proposals: Website Update

ASAAP is a community based organization in Toronto committed to providing health promotion, care, and support for self-identifying South Asians living with, at risk of, or affected by HIV/AIDS.

We are interested in updating our current website and are inviting qualified individuals/organizations to submit proposals.

Project Overview:

This project requires a successful candidate/company to handle all site planning, interface design and production. The website designer/developer will work with ASAAP to redesign an interactive, accessible and informative website highlighting the organization and its work.

Overall Purpose of Project:

Update the ASAAP website to:

- Streamline and improve the user experience; making navigation consistent and intuitive; simplify look and feel of website to allow meaningful "at a glance" connections for all stakeholders
- Allow members of distinct stakeholder groups (i.e. clients, partners, volunteers and community members) to easily find information relevant to their needs
- Communicate clearly what ASAAP is and what it offers
- Ensure accessibility on all mobile devices
- Facilitate memberships, donors, potential sponsors, and other partners
- Position all of ASAAP's projects under one consistent brand
- Be interactive to encourage the exchange of information and resources
- Highlight ASAAP's social media presence (Twitter, Facebook, Tumblr, Youtube)

Deliverables include but are not limited to:

- Design options for the website and other working templates for the page types described above
- Website blueprint or taxonomy for content
- Functioning Content Management System
- Website usability testing reports
- Access to Web Analytics
- Documentation and training: content manager, web hosting and end-user instructional documents
- Launch of the site

Proposals must include:

- Summary of the candidate's qualifications, experience and skills
- Portfolio of past work
- Detailed work plan outlining the activities to be completed and related timelines
- Complete and detailed budget summary
- Identification of any proposed subcontractors or partners
- Legal Statement of Confidentiality outlining the consultant's understanding of issues of confidentiality as applied to this project and disclosure concerning any real or perceived conflicts of interest
- Name and contact information of three references who can comment of the candidate's relevant skills
- If a company, provide a company profile, length of time in business and core competencies

Requirements:

- Adept at CSS, HTML, PHP, Javascript, Flash
- Knowledge of current rich media technologies and their relevant applications
- Knowledge of CMS best practices
- Knowledge of Accessibility Standards (WCAG 2.0)
- Experience in graphic design (Adobe Photoshop, Illustrator, InDesign)
- Solid background and training in graphic design principles and practices as they apply to the electronic media
- Knowledge of different browser and platform constraints
- Good understanding of information architecture, user interface and visual design
- Excellent written and verbal skills
- Excellent client service
- Ability to prioritize effectively and handle constructive feedback
- Creative and innovative problem-solving skills

Quotes should be inclusive of all aspects of the work.

Any additional materials that will be useful in our evaluation are welcome.

Please send your proposal to info@asaap.ca by 5p.m. on Friday, March 13, 2015. Please include 'ASAAP Web Proposal' in the subject line of your email.