September 19th 2018

New Website in Hubspot COS

PROJECT OVERVIEW

In a pivotal moment of the company's history, a rebrand and new website will soon be implemented. We are looking for someone to develop this website to function within our current marketing, CRM, and web content management platform: Hubspot. The wireframe, design, and website content will all be complete at the start of the project. We are looking for someone to take this material and building within the Hubspot COS.

COMPANY

Tech Talent South (TTS) is a technical education company which exists to build and connect local tech and entrepreneurial ecosystems. With community and approachability at the core of the company, TTS offers an inclusive experience for both individuals and corporations. Our offerings range in commitment and subject matter, from a full-time, full-stack web development program to a 2-day workshop on Google Analytics. The main value that we boast: Our incredibly close-knit community of tech professionals and innovators.

1. Project Goals

The goals of this project include:

Goal #1

>   The website & landing page templates directly reflect all predetermined designs and functionalities.

Goal #2

>   The website & landing page templates are constructed COMPLETELY of smart modules.

Goal #3

The website & landing page templates are constructed in modules containing content that can be easily edited within the Hubspot content manager, and duplicated for future extensions of the site. Examples of editable content includes: custom font formatting, interchangeable colors, media size and formatting, alignment & scale of content.

Goal #4

All website and landing page templates must be mobile friendly.

To reach these goals, Tech Talent South is now accepting bids in response to this Request for Proposal.

The project details are as follows:

2. Scope of Work

The new sitemap is as follows:

1 – Home (About statement, Testimonials)

2 – Individual (Grid of all courses and filter)
        2.1 - Code Immersion
        2.2 - DevOps & Continuous Integration
        2.3 - Startup Primer
        2.4 - UX Design for Beginners
        2.5 - Machine Learning for Business
        2.6 - Next Level Rails
        2.7 - Intro to Web Design & Creation
        2.8 - Big Data Analytics
        2.9 - iOS Development
        2.10 - JavaScript Application Development
        2.11 - Intro to Internet of Things
        2.12 - Free Kids Code (not getting rid of, but may not want listed as a course)
      2.13 - Tutoring & Mentorship

3 – Corporate Training

4 – Community

5 – Get Involved Form

6 – Student Login

7 – Locations (All Locations)
       7.1 - Asheville
       7.2 - Atlanta
       7.3 - Charlotte
       7.4 - Columbus
       7.5 - Dallas
       7.6 - New Orleans
       7.7 - Phoenix
       7.8 - Raleigh
       7.9 - San Antonio
       7.10 - Wilmington, NC
       7.11 - Winston-Salem
       7.12 - Minneapolis
       7.13 - Hartford

8 – Contact

9 – About

10 -- Blog Index
     10.1 Blog Post

11 – FAQ

11. Linked Pages:

   1. **University & Workforce Development Case Studies**

12. Landing Pages

   1. **Layout #1**
   2. **Layout #2**
   3. **Layout #3**
   4. **Layout #4**

5. **Layout #5**

3. Target Deliverable Schedule

From kickoff, we expect to have a final product within 70 days. We expect to collaborate on a "rolling review" basis. We will edit and provide feedback for each page as the individual drafts are completed.

The expected project start date is October 22nd and an expected completion date is December 31st. If this date needs to be adjusted, please include your readjusted proposed date, as well as your reasoning for shifting the schedule. All proposed date changes will be considered.

4. Existing Roadblocks Or Technical Issues

We currently have to update course schedules in multiple places. We would like to solve this issue with the new iteration of the site.

5. Budget Constraints

NA - Please propose your budget based on the scope.

6. Evaluation Metrics

Tech Talent South will evaluate bidders and proposals based on the following criteria:

Previous experience/past performance history
Samples and/or case studies from previous projects
Projected costs
Experience and technical expertise
Responsiveness and answers to questions in the next section

7. Questions Bidders Must Answer To Be Considered

1. Please explain and demonstrate your experience with Hubspot COS, and more specifically Smart Content.

2. Please provide bios of your team members (if you are an individual, please provide a bio).

3. Please list the programming and markup languages in which you consider yourself proficient.

4. How often (in ratio or percentage of all projects) do you retrieve all designs from the client to build?

5. Please provide a quote for total build services (broken down by an hourly rate).

8. Submission Requirements

Bidders must adhere to the following guidelines to be considered:

Only bidders who meet all 5 metrics in the evaluation section should submit a proposal.
Proposals must be sent in by October 1st. Bidders who are interested in submitting a proposal should inform Meagan Michal via email: mmichal@techtalentsouth.com.
Include samples and references with your proposal.
Proposals should not be more than 10 pages. Failure to comply to this guideline will result in an automatic rejection.
A proposed schedule and pricing method must also be included and clearly expressed.

9. Contact Information

For questions or concerns connected to this RFP, we can be reached at:

Meagan Michal
mmichal@techtalentsouth.com
570-637-6282