

Request for Proposal

Web Site Design

Center on Budget and Policy Priorities

March 11, 2014

Summary

The Center on Budget and Policy Priorities (CBPP) is accepting proposals to redesign its website (www.cbpp.org). The designer would need to update the site by giving it a contemporary look and feel on par with other institutional websites of similar status.

The scope of the project is limited to front-end design only; CBPP will hire a developer to translate design mockups into a Drupal theme.

Design Goals

The Center on Budget and Policy Priorities is one of the nation's premier policy organizations working at the federal and state levels on fiscal policy and public programs that affect low- and moderate-income families and individuals. Our website advances our mission by hosting analyses, press statements, blogs, graphics, and other materials that are organized by topic, and it serves a diverse audience that includes federal and state decision-makers, opinion leaders, media, national and state partner organizations and – both through these audiences and directly – the public at large.

CBPP's current website was designed and launched in 2006, and web design trends and best practices have changed considerably since then. The main goal of our redesign is to bring our website in line with current design conventions and to present our content in a clear and approachable way.

We have identified several specific areas, in particular, as needing improvement:

- **Air/Space.** Because our site consists mainly of policy papers and related materials, it is very text-heavy. We know that huge blocks of text can be overwhelming to site visitors, so we want our new design to offer visual relief and be inviting.
- **Typography.** Text elements in this redesign are not restricted to generic browser fonts, and, if necessary, we encourage the designer to use external web font libraries to render engaging typography.
- **Responsivity.** The designer should provide distinct design layouts for PCs, smartphones, and tablets; the developer will incorporate these layouts into a responsive theme that implements the correct layout based on the device.

- **Simplicity.** The design should be relatively simple and flat, with few gradients, shadows, bevels, and the like. It should enhance and support the content, not distract from it. The color scheme should draw from a limited and consistent color palette.

Beyond these general goals, we've identified a few specific design elements that the designer must include:

- **Home page content slider.** We often find ourselves wanting to feature more items on the home page than we have space for; a front page slideshow area with rotating pieces of content is fairly standard on modern websites, and we want it included in the design.
- **Tabbed content boxes.** Along these same lines, tabbed content areas would allow us to feature more content in less space; we may want a tabbed content box included in the design because we might want to employ this feature on the home page and various topic landing pages.
- **Smaller banner.** Our current banner is too tall and takes up valuable screen space – we want a new banner that's shorter and cleaner and doesn't have a distracting pattern or background.
- **Cleaner sidebar.** The sidebar on the current site is cluttered and needs a cleaner look and feel. Additionally, we would like sidebar content to change based on page type, so page-type mock-ups should include distinct sidebars. For example, we would like the sidebar for report pages to feature a report's PDF link and "related areas" box.
- **Filtered search.** While search functionality is mainly the developer's concern, it's important that the user interface for the search page is understandable, usable, and clean. Ideally, the user would type in a search term, get relevant results, and then be able to filter those results by date/recency, topic, author, and content type (report, blog post, statement, commentary, multimedia). The designer should provide mockups of UI elements that will make this process work.
- **Integrate the Center's blog into the Center's website.** The Center's blog, www.offthechartsblog.org, is currently hosted separately on a WordPress site and has a separate design.
- **Social media links/icons and email sign up.** These are a bit buried in the current site. The new design needs to strike a balance between making them prominent, useable and tidy, without making them distracting.

Web Examples

The following are websites of organizations that are similar to ours and that utilize the design elements that we want to incorporate in our redesign.

- Pew Research Center
<http://www.pewresearch.org>
- Brookings Institution
<http://www.brookings.org>

- Council on Foreign Relations
<http://www.cfr.org>
- Economic Policy Institute
<http://www.epi.org>
- CATO Institute
<http://www.cato.org>

Requirements

Designers that want to respond to this Request for Proposal should e-mail their proposals, in PDF format, to Nick Kasprak, at nkasprak@cbpp.org. This is an open and competitive process, and bidding is not restricted to firms or individuals based on location. Proposals must include reference contact information for at least four former clients and links to previous design work. Price quotes must include all charges and fees.

The designer must agree that, upon completion, the design becomes the sole property of CBPP.

Deliverables

After CBPP selects a designer and signs a contract, the designer will work to produce a comprehensive design, comprised of a series of 10-15 mock-ups that are detailed enough for CBPP to give to a Drupal developer.

CBPP will work closely with the selected designer to determine what pages need mockups. The following pages will likely be included:

- Home Page
- Typical Report Page
- Blog Main Page
- Individual Blog Post
- Search UI and Results Page
- Topic Landing Page
- Policy Basics Page
- Donate Page
- Press room page
- Press release page
- Generic content page

CBPP will determine what additional pages are necessary further into the design process. If more than 15 mockups are necessary, we are open to price renegotiation.

Timeline

This RFP is dated March 11, 2014. Proposals must be received by 5:00 PM on March 27, 2014, in order to be considered. CBPP will make an initial selection and begin negotiations no later than March 28, 2014, with the expectation that work will begin as soon as negotiations are concluded. Other candidates will be notified on or about March 31, 2014.

The designer should complete draft mockups for the home page, a typical report page, and a topic landing page. CBPP will provide feedback on these pages to the designer. The designer will then take this feedback, complete the rest of the mock-ups, and, in back and forth with CBPP, finalize mock-ups with the goal of completing the design within a total of 90 days from the start of the contract.