



REQUEST FOR PROPOSAL

WEBSITE REDESIGN

Date: June 26, 2018

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About Vitalis

Vitalis Extraction Technology Inc.© (Vitalis) is a privately-owned, Kelowna-based engineering and manufacturing company, producing the highest-flowing industrial supercritical CO2 extraction system for the cannabis industry. The company's core focus on innovation and design has vaulted it to the forefront of the market.

Renowned for their reliability, scalability, and continuous operation, Vitalis systems are designed and manufactured in accordance with ASME and CSA Standards for Boiler, Pressure Vessel and Pressure Piping Code. The vessels are stamped with a CRN and NB registration number confirming that the vessels meet code and have been examined by an Authorized Inspector.

With systems on three continents, Vitalis has the most deployments of industrial CO2 supercritical extractors into the cannabis industry. Vitalis was recently voted Top Extraction Equipment at the 2017 Lift Canadian Cannabis Awards.

Currently, we are seeking competitive bids for a full website redesign. The current website is found at <https://vitaliset.com/>

Background

This version of the corporate website is only one year old, however the growth of our brand, reputation and digital needs have eclipsed what this site can provide. Built on WordPress, the design and build of the site were executed without proper internal planning for goals, vision, and purpose.

The website is the main focal point of our inbound lead generation and is achieving decent results. However, with appropriate planning, architecture and design, the ability of this site to contribute to long-term content marketing funnels, convert qualified leads, and provide helpful resources and information can be significantly improved.

As well, while the site serves to generate inbound leads, it also acts as a repository for current customers to access resource information like operating manuals, instructional videos, and research. Much of this information is gated due to the nature of our industry. The new website will need to incorporate user management and password protected content.

Design Inspiration

Vitalis is the leading manufacturer of industrial-scale, supercritical CO2 extraction systems. Our team consists of engineers, scientists, and highly skilled tradespeople, while the equipment produced represents an innovative step forward within our industry. Our design needs to ensure that this general flavor is communicated.

As examples, Vandelay Design has amassed a list of their top 25 corporate designs (<https://www.vandelaydesign.com/best-corporate-website-designs/>). Within this list, SRMC, Wooten, Sophos, and Armor tend to encompass the more effective needs of our design, while Spectre, Pelli Clarke, Seattle Cider, and CH Hausmann tend towards the visual impact.

Timeline

Expected launch, December 2018

Budget

Budget has been allocated for this project, but as we are searching for competitive bids, we will not share the exact figure. However, given the expanse of functional needs and designs, we do not expect budgets below \$25,000. By the same token, due to the standard nature of the functionality requirements, project budgets greater than \$75,000 will require detailed explanation.

Expected Scope

- Discovery
- Strategy
 - Information Architecture
 - Wireframes | Layout
 - Conversion Path planning
- Creative Design
 - Home Page Design
 - Standard Content Page Design
 - Additional Page Design (1-2)
- Development
 - Wordpress CMS
 - (Drupal proposals will be considered. Joomla, .NET, or proprietary CMS will not.)
- Additional Functionality
 - Password protected pages and content
 - User Management (Accounts, Account Approval)
 - Custom Form Creation Ability
 - Blog
 - Job Postings
 - Research Article Posting (PDF and Text)
- Options for Inclusion
 - Marketing Automation Integration
 - Instant Message | Chat
 - Ecommerce Integration (Parts Ordering only, no payments)

Additional Information

Having run a number of web projects before the following are very important in making a final decision and in the selection of a web development firm for this project:

- **Technical Proficiency** – Ability to understand all of the components involved and make recommendations.
- **Proactive** – Ideally, we'd like to find a firm that understands our needs and makes recommendations based on their experience with web tech, rather than have to assist in the process.
- **Communication** – Communication is important, we'll have a fully dedicated project lead on our end and would appreciate the same. Being kept in the loop as the project moves through phases and understanding what will happen-when – so that we can coordinate with our larger marketing pieces will be important.
- **Customer Service** – We want to make sure we're taken care of and the company we select has ongoing healthy relationships with a number of existing clients.
- **Internet Marketing Knowledge** – Although not specific to this project, internet marketing will be a big part of our larger plans. Knowledge of getting a website in front of our audience is helpful.
- **Outsourcing** – Members of our team have had direct experience with companies that outsource overseas. Typically, these engagements have failed, had delays, gone over budget or were just poor experiences overall. We would prefer a vendor that doesn't outsource overseas. *NOTE: using remote employees or partnering with local vendors (i.e. within the same city and guaranteeing a single point of contact for the entire project) is perfectly acceptable.*
- **Experience** – Additional relevant experience related to this project specifically, our marketing goals, or our industry are all helpful.

The final proposal should address the above, and specifically have a number of references we can call or email.

Name, Email & Contact Information for Everyone Involved

PATRICK BECKERTON
MARKETING MANAGER

250-864-4015 | marketing@vitaliset.com

Follow Ups

Understanding that the quotation of a full website redesign project can require additional information to understand scope and project goals, our team is available for further discussion. To set up a meeting, please reach out via email to Patrick Beckerton.

Given our combined experience in digital marketing and web design, this RFP has been written with significant amounts of expected information and background, with careful consideration of a realistic timeline and budget. To this end, phone discussions will be limited to 30min per vendor, and will NOT elaborate any further on budget assignment.

Upon evaluation of proposed solutions, timelines, and budget quotations, Vitalis will engage in further scope and refinement of the project with the selected vendor.

Preferred Method of Contact

Please make contact via email, and to schedule any phone calls.

Timelines & Milestones

Selection Process Sample Timeline Outline:

- Request for Quotation Submitted – June 26, 2018
- Question Period – open between July 2 and July 13 (emails to schedule calls are welcome immediately)
- **Responses Due – 5pm (Pacific Time), Friday, July 20, 2018***
- Evaluation of Responses and Additional Discussions with Short-listed applicants (3) – July 23-27
- Planned Contract Award Date – July 31, 2018

* Due to the nature of our industry, the aggressive timeline, and the accelerated schedule for selection, late proposals will not be opened or accepted.