



Website Redesign: Request for Proposal – Evergreen Museum Campus

Website Redesign & Platform change – evergreenmuseum.org

Introduction

Evergreen Aviation & Space Museum is initiating a Request for Proposal (RFP) to identify a vendor qualified to plan, execute and deliver the reworking of the www.evergreenmuseum.org website. The Evergreen Aviation & Space Museum campus requires a vendor who has demonstrated experience in creating and producing website projects and expertise with best practices regarding successful website design, development, and deployment, especially in the area of responsive web design.

About Evergreen Aviation & Space Museum and Wings & Waves Waterpark

Evergreen Museum is a 501c3 Non Profit that operates an Aviation & Space Museum, a 3 D Digital Theater, a Waterpark and a chapel. The museum campus sees over 300,000 people within a year. The mission of the Museum is “To inspire and educate, promote and preserve aviation and space history, and honor the patriotic service of our veterans.”

Project Background

The current website uses a Wordpress platform. Many of the items and changes that need to be made on the site cannot be done in-house. Due to the nature of the Museums admission, programs, artifacts and diverse offerings, the Museum requires a platform that is easier for qualified Museum staff to manage without requiring additional/custom work from the vendor.

Currently, there are 63 pages for the Museum, Waterpark, Chapel and Theater. Not included in these are “Attraction Pages.” For example, each of the 4 large waterslides, play structure, H2O Hands-On-Science Center, wave pool, educational theater, vortex pool and a spray deck in the Waterpark, are considered an “attraction” and have their own page. Similarly our movie section is broken out with individual pages for each movie. In total there are over 100 pages on the site.

The current site is not responsive; mobile/smartphone or tablet friendly.

Current Usage / Website Statistics :

www.evergreenmuseum.org has:

- over 196,394 page views. The average session time is 2:44 seconds.
- 71.3% of the users coming to the site are new users
- 45% of the people coming to the site are Women
- A majority of the people are coming from Canada or the United States
- The pages that are visited most often are: Spruce Goose Artifact page, Hour and Admission and Plan a Visit.

Project Goals

The Goals of this project are:

1. A new user-friendly back-end platform and format.
2. Move the current site to this platform.
3. Enhance and change some of the current pages and layouts, including but not limited to Education, Artifacts and Restoration, Special Events, Event Sales, Membership and Museum Store pages.



4. Integration of existing software to the site for booking groups and events.
5. Make the website responsive: tablet and smartphone friendly.

Target Audiences

The target audiences for the site and their primary usage of the content are as follows:

Museum & Waterpark Visitors – visitors are looking for information on hours and the price for a visit.

Aviation Enthusiasts – they are looking for information on the artifacts, what we have on site and what we are currently working on.

Educators – Three different Target Groups:

- Teachers/Educators
- Parents
- Students

Event Sales – this is a smaller segment of people, but they are looking to have an event on site.

Servers / Hosting

The current site is hosted by Online NW in McMinnville, Oregon; the ticketing software is WinHost and it is hosted in LA.

Third Party Sites

We currently use the following programs that interact with our website:

1. Google Calendar –we use to show the hours for the Museum and the Waterpark.
2. Blogger.com
3. Applicantpro.com for Applications
4. ADP – our HR in-house system

Style

We like the current style of the website, and are not looking to recreate the site, but to update the current site, make it responsive, and make it easier for design staff to modify in-house.

Copy

Most of the copy will be written in-house by the Museum and provided to the vendor.

Content Management

Content Management will be managed by our Creative Director.

Associated Databases / Catalogs / Accounting / Membership Software

1. SiriusWare – this is our point of sale system and handles the ticket orders and Museum store orders online.
2. Razors Edge is our Membership software. (currently this is not connected to the website.)
3. EMS is our Event and Group booking software. (currently this is not connected to the website.)



Required Elements

1. Calendar
2. Social media integration on all pages including home page
3. Internal search
4. Email
5. Membership Pages – with application
6. Donation, Museum Store and Ticket Sales – integrated with our Ticketing system
7. (pop up for sign up for our email newsletter)

Search Engine Optimization

We would like a quote for you to provide full SEO, keyword research, etc. We would also like implementation assistance as needed.

ADA Compliance

The website should be compliant with the requirements of the Americans with Disabilities Act.

Traffic Reporting

We would like to use Google Analytics, in addition to any other program provided by the vendor. This needs to be implemented prior to finishing the rework of the site.

Timeframe

The desired delivery date for the revised website is June 15, 2015.

Budget

The budget allocated for this project is \$10,000.

Proposal Instructions

All proposals should be received by April 30, 2015. Submit your proposal by e-mail to Melissa.grace@sprucegoose.org.

As part of your proposal, please address the following:

- Sample Project Plan
- Project Budget
- Your approach to website design
- Details regarding your website project management process
- A summary of website development experience
- A listing of existing client references
- Identify who will be involved on your project team, including their relevant experience and credentials

Please be sure to include the name and contact details of persons to be approached for clarification of the proposal if needed.

Additional Information or Clarification

Contact: Melissa Grace Melissa.grace@sprucegoose.org 503-434-4185.