



REQUEST FOR PROPOSAL:

Website Redesign

Requested: September 8, 2009

Proposals Due: September 15, 2009

Submit Proposals To:

Jonah Cooperman

World Yacht

worldyachtweb@gmail.com

Pier 83 West 42nd Street

New York, NY 10035

I. Introduction and Scope

World Yacht is an attraction company that offers elegant dining with a view. The company provides dinner cruises around New York Harbor with an established history of sailing the highest capacity, and most luxurious fleets in New York. It strives to be the ultimate 'room with a view' as our yachts provide romantic atmospheres, party destinations, corporate gatherings and sightseeing for tourists and New Yorkers alike. World Yacht is positioned as the high end of the market. We are mid sized company operating out of New York City.

World Yacht's business focuses on two customer segments: General Public and Charters. General Public cruises consist of individuals or groups who book cruises on a fixed schedule and make reservations online or via phone according to a reservation system. General Public cruises also cater to a large international tour and travel crowd. Most of the tour and travel book through sales agents via phone since no mechanism exists for them to do so via the website. Charters are booked through sales agents and require customized solutions.

World Yacht's current website: <http://www.worldyacht.com/> provides information on our services and the ability to book reservations for any of our public cruises. We concluded that our site is functional, but not effective in marketing in the company's services. We are seeking proposals for a total site redesign for the purposes of more effectively communicating our value proposition. Since World Yacht's services cater to diverse crowds, we require a site which is able to communicate different messages to each group, and will clearly and compellingly draw in each customer segment to the appropriate service.

Additionally, the site should include enhanced navigability and new multi-media engagement tools such virtual tours, video, updated pictures and images. World Yacht will provide new photographs of our product and other needed elements accordingly. Finally, the site must retain the ability for customers to transact on the site.

2. TERMS AND CONDITIONS

- a. Organization must own, have full access to and have the right to customize site code.
- b. Terms for proposal:
 - i. Relevant dates: Proposals should be delivered to Jonah Cooperman. Copies should be received by 5:00pm September 15, 2009
 - ii. Please provide three copies of any physical proposals submitted (not necessary for electronic copies)
 - iii. All proposals must include a statement of authorization to bid signed by a principal of the responding company
 - iv. All proposals must use the proposal format outlined in this RFP

- v. Parties submitting separate proposals may not discuss pricing information or they will be ineligible to bid on the project
- vi. Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.

3. Objectives of Site Redesign

- I. Re-brand product as more casual, hip and entertaining
 - a. Reach out to a new segment of middle income, mixed ethnic groups
 - b. Increase appeal amongst a younger group/corporate crowd
- II. Optimize navigability of site
 - a. Create clean, experience driven navigation centered around visual appeal
 - i. Using photos and vistas to 'tell the story'
 - b. Develop 'marketing-on' experience:
 - i. Recent videos, photos
 - ii. Virtual tour inside ship
 - iii. Virtual tour / flash animation of sightseeing experience
 - c. Stream line e-commerce check out system
 - i. Reduce the number of steps from landing to sale
- III. Search Engine Optimization
 - a. Optimize for search engines, tour operator websites and channel partners
- IV. Increase flexibility and customization of e-commerce
 - a. On-Site promotions
 - b. Tour Operator log-in
 - c. Customization flexibility of package
 - i. Charter products for corporate
 - ii. Charter products for social groups
 - iii. Tour and Travel products
 - iv. General Public products
 - v. Anticipate new Pier and other products
- V. Multiple language versions
 - a. Site listed in Japanese, German, Italian, Spanish, Portuguese and on relevant search engines
- VI. Increase traffic flow from partners and other distributions channels
 - a. Create the same synergy Circle Line has with other tour businesses
 - b. Create synergy with Circle Line

4. AUDIENCE

The primary audience of the site are potential customers (passengers) wishing to either directly transact on the site or to make a reservation via sales agents. There is currently no exclusive or protected content on the site.

- i. A new, additional functionality required is an agent log in, by which travel agents and others will be able to log in to purchase tickets directly. This will be achieved through entering passwords and usernames to access the special ticketing area. Therefore travel agents and tour operators will be considered a new audience for the site.

5. AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES

a. Existing e-Commerce system is an XML based web-service that connects to a SQL application database. The SQL server is an HDS system used as our reservation system. It tracks customer data and product capacity and availability. The e-Commerce engine on the site currently feeds into this system and site redesign will have to work within this parameter.

6. STAFF RESOURCES

- a. Point of contact: Jonah Cooperman
- b. Other relevant staff up to and including will be the CEO, IT manager and General Manager.

7. PROPOSED TIMELINE

- i. RFP release date: September 8th 2009
- ii. Proposals due: September 15th 2009
- iii. Initiate first contact meetings September 18th
- iv. Contracts: Week of September 20th

8. FORMAT FOR PROPOSALS

1. Executive Summary

2. Technical Volume

- a. Web development process: explain the process you will follow to build the Web site, including major milestones and evaluation
- b. Address usability standards and testing
- c. Address any important technology information and specifications used in your solution (languages, platform, etc.)

3. Management Volume

- a. Organizational structure: communication process; including lines of reporting and any special tools used.
- b. Schedule of deliverables; include major milestones and testing proposal.

4. Budget Volume

- a. Break down cost by production hours, tools and functionalities (See section #6)
- b. Maintenance and support: ID any costs that should be assumed as part of the site and ongoing costs for maintenance and support we need in the future.
- c. License fees: ID the costs we will need to pay to develop or host the site.
- d. Hosting: ID whether we must or are highly encouraged to host with your company. If hosting is provided as an option or requirement, provide pricing options.
- e. Training and Style Guide: ID costs to train our staff to use site tools and provide a style guide.
- f. Other charge areas: Please ID whether there will be other expenses, consulting fees, future work, etc. to complete this project.

5. Attachments

- a. Qualifications and Experience: relevant case histories with information on accessing online demos or examples
- b. Biographies of all who will work on account
- c. Professional references (1 or 2).