

The Ohmies Request for Proposal



REQUEST FOR PROPOSAL

WEBSITE PROGRAMMING, DEVELOPMENT &
FLASH DEVELOPMENT

MARCH 18, 2011

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1. SUMMARY

Ohmland Holdings, LLC is accepting proposals to program and develop TheOhmies.com. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged. The existing web site at TheOhmies.com was originally designed and produced in 2009 and modified in 2010 (see screen print attached). The site is currently maintained with in-house resources.

2. PROPOSAL GUIDELINES AND REQUIREMENTS

This is an open and competitive process.

Proposals received after 12:00pm/noon EST, Friday, April 1, 2011, will not be considered and will be returned unopened.

The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name and address of the sub-contractor. The Ohmies will not refuse a proposal based upon the use of sub-contractors; however we retain the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

3. CONTRACT TERMS

Ohmland Holdings, LLC will negotiate contract terms upon selection. All contracts are subject to review by Ohmland Holdings, LLC's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

4. PURPOSE, DESCRIPTION AND OBJECTIVES

Purpose

The Ohmies currently has web presence that needs to become interactive to fit the feel and mission of the brand, as well as position the brand competitively with current preschool sites such as PBSKids.org, NickJr.com, CBeebies.co.uk, etc. An opportunity exists to re-engineer the site to better reflect the mission of Ohmland Holdings, LLC and incorporate the latest web technology including content management systems such as WordPress, Drupal, Joomla, etc. Upon completion of the development of the site, Ohmland Holdings, LLC will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of Ohmland Holdings, LLC.

Description

Create a flexible, informative web site that is easy to maintain and update. We must develop a site that is both parent friendly and kid friendly. The parents section should be capable of delivering large amounts of constantly changing information. We must create an interactive kid friendly section of the site called Ohmland. Ohmland must include interactive maps, games and audio-visual content.

In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows personnel to easily update content without directly accessing source code. The use of open source content management systems such as WordPress, Drupal, Joomla, etc. is strongly encouraged. Administration of web content will be based on roles to control access and work flow (e.g. author, reviewer/editor and publisher).

To be effective, our web site must be:

- Easy and intuitive for both parents and kids ages 3 - 5 years old
- Interactive
- Informative
- Safe and secure
- Quick to load and operate

Objective

Our primary Internet objective is to continue to build brand identity, awareness, interest in the brand and our show, and create an interactive online experience comparable to the interactivity of the brand.

Our Vision

- Become a destination site for both parent and kids in the U.S.
- Provide audio-visual content that is fun for parents and kids ages 3 - 5
- Create an interactive experience online

- Provide health and wellness tools and information for parents
- Provide concise show information

Specific Strategies

- Increase awareness of The Ohmies outside the New York Metro area
- Retain current patrons and attract new ones
- Create an interactive online experience similar to the interactive experience of the live show
- Increase site promotion activities
- Integrate brand messaging
- Deliver a consistent image
- Deliver a scalable, maintainable foundation
- Provide a user-friendly Press Room to facilitate print, broadcast, web and additional coverage of The Ohmies both locally and nationally.

Make it easy

Reprogram the site to deliver intuitive navigation, an improved graphical user interface, and easy-to-find content organization. All work must keep both parents and children in mind.

Make it compelling

Develop an interactive site that introduces the characters of The Ohmies, tells the brand story and makes parents feel a part of the brand.

5. TIMELINE

- This RFP is dated March 18, 2011. Proposers may also request a copy be sent via email by contacting Robert Gore at robert@theohmies.com.
- Proposals are due no later than 12:00pm/noon EST, Friday, April 1, 2011.
- Proposals will be evaluated immediately thereafter. During this time we may require interviews at our office with our evaluation team on or about April 5, 2011. You will be notified if this is requested.
- The name of the candidate firm who has been selected will be decided on or about April 8, 2011.
- Negotiations will begin immediately with the successful candidate and should conclude no later than April 15, 2011.
- All other candidates will be notified on or about April 19, 2011.
- Phase I of the project (see section 6 below for Phase breakdowns) must be completed and delivered by April 27, 2011.
- Engagement work complete and website live upon completion of Phase II – deliverable date to be determined during Phase I but expected in the month of May.
- Phase III work complete and website live – deliverable date to be determined during Phase II.

6. BUDGET

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all production and software acquisitions necessary for development and maintenance of the website.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements, Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- Phase III: Ohmland development, Flash game development, Testing and Deployment

7. BACKGROUND OF ORGANIZATION

Our Mission

The Ohmies is an interactive musical health and wellness brand for preschool aged children. Through The Ohmies, preschoolers will interact with a musical adventures based on a curriculum focusing on movement/physical activity, emotional development and social development.

Products and Services Overview

The Ohmies is currently in preparation for the re-launch of an interactive live show in New York City. The live show gets kids moving and encourages their imaginations to run wild as they sing along to original music, hop like a grasshopper, slither like a snake, fly like a butterfly and help The Ohmies shake off the worries as they work together to raise Mr. Sun.

The Ohmies CD will be released in June 2011.

Geographics

Our immediate geographic market is New York City. We are, however, looking to create a national appeal.

Consumer Analysis

The foundation of THE OHMIES audience is primarily two partially overlapping parental groups and their children. The smallest and most precise fits are the Yoga moms of the tri-state area. The next, larger group is parents who belong to Generation Y – otherwise known as the millennial generation.

8. AUDIENCE

Primary

Current New York City parents and preschoolers who follow The Ohmies brand, potential brand sponsors, partners and press outlets, as well as, millennial and yoga moms and preschoolers outside of New York City.

Secondary

City schools and government agencies seeking an educational partnership.

9. SCOPE & GUIDELINES

The scope of this project is to update the existing Ohmland Holdings, LLC website, TheOhmies.com. Ohmland Holdings, LLC's outsourced ad agency will create/provide all of the site copy and provide the successful candidate with the most necessary original and stock photography, as well as all necessary graphical designs. A firm that can handle all site planning, programming and production is required. The site must include a technology solution that allows the in-house staff the ability to easily and cost effectively update content and modify site design after the initial launch.

Discovery

Confirm objectives, graphic look and feel, navigation, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief.

Design

Website information architecture, graphic look and feel (to be completed by outside creative team to be determined by Ohmland Holdings, LLC), user navigation, home page and main navigation templates for each of the main navigation links.

Development Guidelines

The web site designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit non-technical Ohmland Holdings staff to instantly update web site content on specific pages.
- Easily Updated – Once the site has been completed and accepted by Ohmland Holdings, LLC, the site will be maintained by TheOhmies.com web editor using Macromedia's Dreamweaver MX.
- Convert substantial amounts of existing content to new web site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no

more than three levels of “drill down” for the user to find the desired information.

- Development of web pages to accommodate the proposed navigation scheme.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- Site architecture and file naming should conform to current best practices to facilitate SEO.
- Once the web site has been completed and accepted by Ohmland Holdings, LLC, the website design and all of its contents, software and architecture become property of Ohmland Holdings, LLC.

Site Specifications

Ohmland Holdings, LLC encourages creativity in the proposals submitted; however there are certain requirements for the website project. Your proposal must account for all of these requirements.

- Site must be compatible with IE 6.0 – 9.0, Firefox 2.0 – 3.6, Chrome 8.0 – 10.0 and Safari 4.0 – 5.0 browsers.
- Web site must not require plug-ins as a default.
- Site must adhere to current best practices for Web usability.
- Meets ADA Requirements – The site should be developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 subsection 1194.22 of the Rehabilitation Act.
- Site must be built in accordance with current Web Content Accessibility Guidelines, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics.
- Site must easily be viewed with mobile browsers.
- The site must contain a complete site map

Testing

Testing of site on all applicable platforms to ensure web site works as promised.

Delivery

Delivery and uploading of site to client for internal hosting or to an outside third party.

Tracking

Implementation of web analytics solution to produce site log reports. Google Analytics is preferred but are open to new user friendly programs.

Information needed includes:

- Web traffic analysis

- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

10. AVAILABLE TECHNOLOGY RESOURCES / INTEGRATION ISSUES

- We will use much of our existing web content. New content will be provided as necessary.
- The email list sign up will need to be connected to our database hosted at campaignmonitor.com.
- We do not have existing e-Commerce systems, web forums or other tools that the new site should be connected to.
- The site will link to an outside ticketing agency.
- Hosting of audio-visual content must utilize free online sources such as YouTube or Vimeo. We are not opposed to reviewing applications that suggest other services or hosting requirements.

11. QUALIFICATIONS

- List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for preschool or entertainment projects.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would work on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.

- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Please discuss any planned IPOs, mergers or acquisitions.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Terms and conditions.

12. EVALUATION CRITERIA

The following criteria will form the basis upon which Ohmland Holdings, LLC will evaluate proposals. The mandatory criteria must be met and include:

An electronic copy of your proposal must be received no later than 12:00pm/noon EST, Friday, April 1, 2011. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Deliver proposals electronically to:

Robert@TheOhmies.com

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.

- Demonstrated commitment to high service level agreements (SLA).

13. FORMAT FOR PROPOSALS

Please use the following as a guideline to format your proposal:

Length and Font Size

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages.

Title Page

TheOhmies.com, Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter

Signed by the person or persons authorized to sign on behalf of the company (1-2 pages).

Proposal

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3-10 pages).

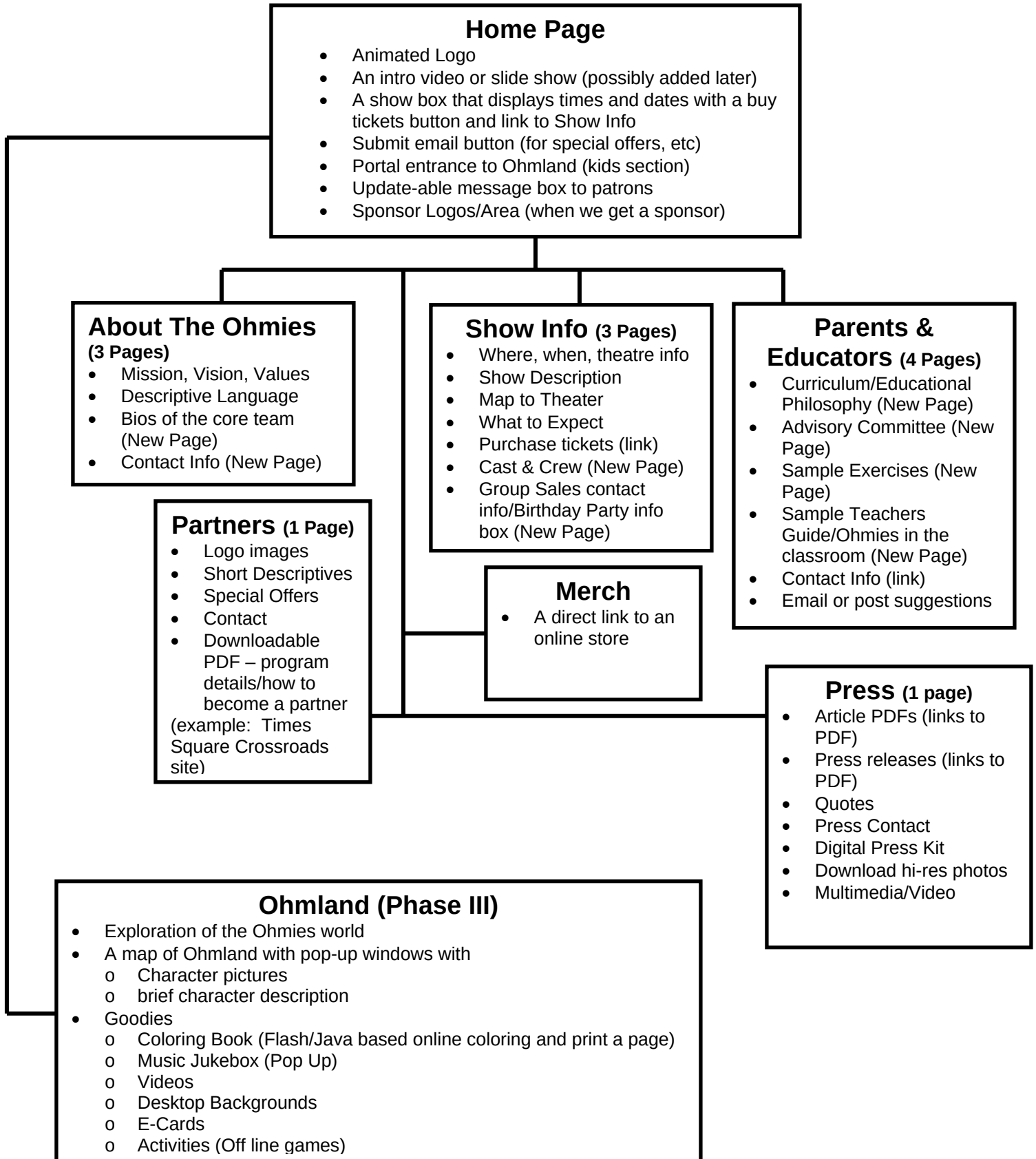
Qualifications

Provide the information requested in Section 12 (10-20 pages).

Budget and Fees

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.

14. FRAMEWORK



15. SCREEN SHOTS

