



Oct 28th 2013

Musopen Request for Proposals

### **Background**

Musopen is seeking an outside consultant to redesign and re-build the Musopen.org website. With the help of an experienced industry vendor, we want to redesign our website in order to better serve our membership and to properly reflect the organization's important role in the music education arts community. This work involves the creation of a new CMS which we will use to create and public music education news and other website content.

### **Overall Objectives**

- To clearly present our message on key issues affecting music technology and music education
  - To provide a platform for members to work together collaboratively
  - To provide easy access to our content
  - To inform visitors of our mission and activities
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## **Scope of Work**

**Deadline for website launch Jan 10th 2013**

### **Platform**

We are open to suggestions for which CMS to use.

### **CMS requirements**

- Must be flexible, supporting both templates and fully custom pages
- Tiered administrative permissions
- Web content publishing tools

### **Tools**

- Member/Nonmember Content: While some content is for public consumption, access to other content is restricted to Musopen members.
- Support for a tiered permissions system, to restrict content downloads and/or page access
- Easy-to-use password retrieval process
- User email subscription self-management
- User contact information self-management
- Convert existing content
- Website backup system

- Ability to translate content into multiple languages
- Version history to track changes on the site

**Standard website pages:**

- Press, about, browse music/sheet music, search website, team, blog
- Social media links

**Analytics:**

- Integration with Google Analytics
- Tracking of content downloads, video views, etc.

**Design**

Refreshed website design that is responsive in nature and supports browsers IE7+, Chrome, Safari, and Firefox

- Brand style guide determines look and feel: compared to current website, should include more pictures and have a more professional design.
- CMS must be flexible to allow for future changes
- Search bar in top bar
- Responsive design for mobile devices

**Format for Proposals****1. Project Summary**

- Describe in detail your proposal and process to address the requirements outlined in this RFP.
- Address usability standards and testing.
- Address any important technology information and specifications used in your solution (languages, platform, etc.)
- Describe your project management/communication process.
- Provide a timeline with major milestones.

**2. Budget**

- Describe the fee structure/breakdown and payment schedule.
- Bid may be exclusive of 3rd party solution costs but would need to support integration.
- The quoted price should be inclusive. If the price excludes certain fees or charges, provide a detailed list and explanation of excluded elements.
- Include estimates for post-deployment maintenance, support and upgrades including hourly rates for services.

**3. Qualifications and Experience:**

- Provide a brief profile of your firm, including how many full-time staff your firm employs.
- Provide relevant case studies, including project description, timeline, and reference contact at organization. Please be sure to document any expertise in:

- Working with previous organizations
- Designing information architecture for content-heavy sites
- Responsive design
- List the project team and provide short biographies.
- Describe any subcontractors/outside resources necessary to complete the project.

4. Questions:

- Please direct questions to Aaron at [aaron@musopen.org](mailto:aaron@musopen.org) by Nov 11, 2013.
- All questions and answers will be provided to all interested vendors on November 20th, 2013.

**Deadline for full proposal: Nov 11th, 2013**

**Decision date: Nov 20th, 2013**

**Project completion and launch date: Jan 10th, 2013**

All proposals should be emailed by 11:59pm PST on Nov 11th 2013, sent to:

[aaron@musopen.org](mailto:aaron@musopen.org)

with the title: "Musopen website development RFP"