

Aspinwall Riverfront Park Website Project Proposal/Presentation Specs

March 2012

I – Overview & Scope of Work

Aspinwall Riverfront Park (ARP) requests cost proposals and preliminary design work for the development of a totally redesigned website at www.AspinwallRiverfrontPark.org. Basic project parameters and requirements are based on the following specifications:

- The templates that we would like to emulate, although in a simpler fashion, for both design and content of the new website are www.riverlifepgh.org/, www.giving.jhu.edu, and www.nationalmssociety.org/index.aspx. These sites provide information and integrated tools for community members to help with the specific cause.
- The goal is to continue to spread awareness and raise necessary funds to facilitate development of the Aspinwall Riverfront Park Project. This site must link to the current marina site.
- Images and brief descriptive copy of development plans should be featured on the homepage, as well as fundraising goals and upcoming events. Both copy and images need to be accessed and updated routinely.
- Expanded content about development, donations, events, news, and media, need to be easily accessed from the homepage by the user.
- For the purposes of the presentation, the agency can mock up fictional images and events.
- The “look and feel” of all components of the new website will be more modern, visually appealing, open, and more easy to navigate than the current site. More importantly, the content of the site will express the importance of the community and the roles that community members have played in making the project possible.

- The site needs to include a ticket sales feature. Tickets must be sold through the site for an event that is being held on May 25th, 2012.
- All other landing pages currently on the Aspinwall Riverfront Park site will need to be redesigned to incorporate a consistent look and layout. Landing pages for the new site will include, but are not limited to:
 - Home
 - Giving
 - Transformation
 - Events
 - Media
 - FAQ
 - Contact

II – Presentation Deliverables

- Cost Quotes for Turnkey Web Development
- Costs, Description, and Time Commitment for Monthly Maintenance/Updates.
- Conceptualization & Design of Home
- Conceptualization & Design of the Transformation page
- Conceptualization & Design of the Giving page.

III – Timetable

- Presentation delivered: Monday, March 19th, 2012
- Project awarded: Friday, March 23rd, 2012
- First draft of dummy site: Friday, April 6, 2012
- Go Live Target: Tuesday, May 1st, 2012

IV – Evaluation Criteria

- We will select a firm that will collaborate and work constructively with us on a long-term basis for Web site. Demonstrated knowledge, experience, and success in Web development are essential in your portfolio.
- We want an innovator rather than a facilitator. We need a partner who will use creative ideas, energy, and expertise to enhance our ideas and develop new directions.
- A demonstrated understanding of Aspinwall Riverfront Park's goals is critical.
- We will not to employ multiple partners for the website, so turnkey service is expected.
- Changes often need to be made on the fly, the winning firm will be accessible and responsive.
- We will consider the following costs: Design and development, maintenance and support, as well as video support.

Contact:

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