

REQUEST FOR PROPOSAL: WEBSITE UPGRADE AND REDESIGN

Posted October 12, 2012

Contact information:

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Company Background

Privately owned fitness enterprise based in New York City, founded in 2011 and catering to 250+ current individual and group personal training clients, with a customer base of over 2000 metro NYC clients since incorporation and expanding services in 2013 to Los Angeles and San Francisco markets. Current company website built and maintained in Apple iWeb.

Project Description

Build new company website on standard CMS platform (Wordpress, Drupal, Joomla, etc.) and move all existing content to new platform. Refresh design using existing branding themes and client-specified images. Enable simple, intuitive content management for non-technology staff. Enable integration with third party services.

Design Requirements

Consult with client to understand preferences with regard to color scheme and basic design elements and build from there. Aesthetic is sleek, clean, mostly monochromatic with decisive use of bold color elements. Refresh of branding, including new logo treatments, are being considered as part of overall project.

Functional Requirements

- Tailor user experience from landing page. Constituents may identify themselves on the home page (e.g., current members vs. prospects) and be routed to specific pages.
- Sales pages poll users to route them to the best type of fitness package options based on their answers
- Build out capabilities for community forum and blog, including integration with third-party CRM
- In-site integrated shopping experience (merchandise and third-party products), possibly including a catalog, shopping cart, order history and a related products pages
- Login integration with third-party CRM including purchase history

- Media page (photo/video) – gallery or collage, possibly driven by third-party API
- No major site component should be Flash-dependent
- Site must be mobile friendly, though a mobile optimized version is not necessarily required
- Holistic review of all web structure and content for social media optimization

Estimated Project Duration

Contract awarded no later than October 31, 2012 for work to begin on November 1, 2012. Project completed, launched, and transitioned to ongoing staff for maintenance by January 15, 2013.

Assumptions and Agreements

Bids may not exceed \$7,000. Proposals will not be returned and may be declined with or without stated cause.

Submission Information

Please submit cover letter, resume, and links to web portfolio to Justin Birdsong at jtbirdsong@gmail.com no later than 5:00pm ET on Friday, October 26, 2012.

Bids should include two price points: 1) web redesign and upgrade, and 2) logo/branding refresh. Please also specify whether services must be contracted as a package, or whether client may opt to use only web services or only branding refresh services.

Questions may be directed to Justin Birdsong via email or phone (646) 761-6132.

Anticipated Selection Schedule

Proposal deadline	Friday, October 26, 2012 @ 5:00pm ET
Contract awarded	No later than October 31, 2012
Consultation and workplan	Nov. 1-Nov. 15, 2012
Design and implementation*	Nov. 15-Dec. 31, 2012
Final touches and launch	Jan. 1-Jan. 15, 2013

** exact schedule for design process, user acceptance testing, feedback and changes TBD between client and contractor during consultation and workplan period.*