

New England Medical Design, Inc.

n|e|m|d architects

architects | planners | interiors

Jennifer Driscoll
Business Development, Marketing

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RFP #NEMD WEB 01

CONSULTING SERVICES IN SUPPORT OF WEBSITE DESIGN CHANGES AND SEARCH ENGINE OPTIMIZATION FOR THE NEMD.COM COMPANY WEBSITE

PDF-formatted proposals are hereby solicited and will be received only electronically via email to jenniferd@nemd.com with the RFP #NEMDWEB01 in the subject line. Proposal must be received no later than **3:00 pm February 5, 2010**.

Point of Contact

Jennifer Driscoll, Business Development, Marketing, **n|e|m|d architects**
jenniferd@nemd.com

Questions

Any questions pertaining to this proposal may be emailed to jenniferd@nemd.com between 8:00 am and 12:30 pm on Monday-Thursdays up to **February 3, 2010**. No phone calls.

Project Description:

n|e|m|d architects is seeking a qualified web designer/developer to assist the firm with the graphic design and development of an enhanced website for **n|e|m|d architects** (<http://www.nemd.com>).

Consultant must be located within a 50 mile radius of Cranston, Rhode Island where the **n|e|m|d** office is located.

n|e|m|d specializes in the architecture and interior design of healthcare facilities. Areas of expertise include programming, space utilization, feasibility studies, code review, design preparation, construction documents and contract administration.

The current **n|e|m|d** website was created to support dissemination of information about the firm's services and recent project experience. Since the original development of the website, the needs for accessing and updating the website have changed. The intent of an enhanced site is to continue providing the national and international healthcare community with information, and to increase functionality including ability to maintain and modify the portfolio section of the website in-house.

The consultant will work in tandem primarily with the Business Development/Marketing Manager to design and develop an enhanced website that:

- is graphically appealing,
- has clear organization, and is easily navigated

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- provides flexibility for staff to update (i.e., content, graphics, pages) and is not built on proprietary or custom software,
- provides page for sharing large project documents,
- is fully optimized for web searches; and
- is compatible with n|e|m|d's hosting software and hardware.

The consultant will provide training on the enhanced website to identified n|e|m|d staff members. In compliance with the n|e|m|d staff, the consultant will transfer information from the current website to the enhanced website. The n|e|m|d staff will play a key role in identifying major interests and/or categories for organizing data and pages.

Proposal Requirements

To be considered, responses should include the following items and be a maximum of 5 pages. Resumes are not required but may be attached as an appendix.

- 1) Identify key personnel and their role in the project. n|e|m|d is not anticipating the need for a large team to complete the project. The ability for a small team or individual to work closely and collaboratively with the n|e|m|d staff is essential.
- 2) Describe the experience of the project lead and/or key personnel in website design.
- 3) Describe the proposed approach to complete the project including specific tasks that incorporate elements outlined above under the Project Description, budget, web modules, timeline for completion, and payment terms. Web modules should include a brief technical description and outline basic procedures for content management, site maintenance and whether or not the updates are capable of being made in-house. Approach and tasks should reflect the collaborative nature of the project.
- 4) Provide a list of websites that can be viewed as examples of past website design and development. The list should emphasize websites that demonstrate the diversity, breadth, and depth of the consultant's experience – not necessarily in the architecture/interior design industries. List the software and computer platform that has been used by the consultant on these projects.
- 5) Provide a list of three (3) clients who can be contacted as references for past work with website design.
- 6) Identify on a map, location and distance of consultant's office to Cranston, Rhode Island. Distance must be within 50 miles for consultant to be considered.
- 7) Provide the availability of key project staff to complete the project and deliver **final, approved products by May 31, 2010.**

Selection Process

The n|e|m|d staff will review the proposals and either select a consultant, shortlist firms and perform interviews, request additional information or reject all submittals should none be deemed acceptable.

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n|e|m|d reserves the right to reject any or all submittals. n|e|m|d assumes no obligation of any kind for expenses incurred by any respondent to this solicitation. All submittals become the property of n|e|m|d and will not be returned. Contracts for work performed will be with n|e|m|d.

Submittals

Respondents must submit (one) I pdf-formatted complete proposal to Jennifer Driscoll, Business Development, Marketing Manager electronically at jenniferd@nemd.com.

Deliver electronically to: jenniferd@nemd.com with the RFP #NEMDWEB01 in the subject line. Proposal must be received no later than **3:00 pm February 5, 2010**.

Late submittals will not be accepted. Faxed or mailed documents will not be accepted. It is the submitter's responsibility to deliver their proposal to the proper email by the assigned time.

n|e|m|d does not accept responsibility for misdirected or lost proposals.