

RFP: Database Driven Website Development

The Archer-Codex Group

February 1, 2010

ABOUT US: OUR NEEDS, VISION, TERMS AND CONDITIONS

A. DESCRIPTION, PURPOSE AND OBJECTIVES OF WEBSITE

- 1) The Archer-Codex Group was formed by two established businesses in the health care and information technology fields for the sole purpose of launching the product described herein.
- 2) We are seeking proposals for the development of a database driven, subscription website to serve practitioners in the field of health care. Product information will be collected, uploaded and displayed for practitioners' access, specifically to ascertain whether specific product models are still current and available for purchase.
- 3) Currently there is just one competitor providing a similar product in this market. The development of this product is extremely time-critical. The organization awarded a contract will be required to sign confidentiality and non-compete documents.

B. TERMS AND CONDITIONS

- 1) The Archer-Codex Group must own, have full access to and have the right to customize site code
- 2) Terms for proposal:
 - a) Commitment and ability to meet relevant dates (see page 3)
 - b) Proposals shall be delivered to project manager Jen Kearney (hello@jenkearneycreative.com). Proposals must be received by Friday, February 19, 2010. Proposals submitted after this date will not be considered.

- c) All proposals must include a statement of authorization to bid signed by a principal of the responding organization
- d) All proposals must use the proposal format outlined in this RFP
- e) Bidder status: bidder must disclose any relevant conflicts of interest and/or pending lawsuits.
- f) The Archer-Codex Group reserves the right to reject any or all proposals, as well as to accept the proposal which will be to the best advantage as determined at the sole discretion of The Archer-Codex Group. Proposal submittal is not a promise of contract.

C. SITE SPECIFICATIONS AND REQUIREMENTS

- 1) Design shall be clean, minimalist, simple and modern – think “Apple”
- 2) Functionality and Tools
 - a) Essential components shall include sophisticated search capability (think “Google”) with results sortable at least five various ways, by specific product category
 - b) Site must be secure and accessible by subscription only – must develop a means to allow multiple users on a single network to access the information, without allowing access to others outside the network
 - c) The site will have two end-users: 1) practitioners in the health care field searching for product availability information, and 2) vendors visiting the site to upload product data and submit payments
 - d) CMS must include capability to manage subscriber and vendor data and must be maintained by Archer-Codex Group
- 3) eCommerce
 - a) Site must include eCommerce capability

D. AVAILABLE TECHNOLOGY RESOURCES/INTEGRATION ISSUES

- 1) Vendors’ product data currently exists in Excel format. Product information will be updated on a quarterly basis.

E. PROPOSED TIMELINE

- 1) Notification of intent to bid: immediately. Please email hello@jenkearneycreative and include "Intent to Bid" in the subject line
- 2) Submission of questions on RFP until February 17, 2010. Email all questions to hello@jenkearneycreative
- 3) Answers to questions emailed to all bidders
- 4) Proposals due Friday February 19, 2010 no later than 4:00 p.m.
- 5) Proposals may be submitted via email, or delivered to 1500 W. Third Avenue, Columbus, OH 43212.
- 6) Finalist interviews between February 22, 2010 and March 3, 2010.
- 7) Proposal award date: no later than March 5, 2010.
- 8) Initial meetings: no later than week of March 8, 2010.
- 9) Beta site: 4-6 weeks from initial meeting date
- 10) Proposed site launch: no later than 8 weeks from initial meeting date

G. OTHER

In an effort to solicit proposals for the development of this product while maintaining confidentiality about product specifics, we acknowledge our needs may seem vague. If you have any questions regarding our vision and your ability to deliver a product that meets it, please do not hesitate to ask via email: hello@jenkearneycreative.com. Answers will be distributed to all bidders.

ABOUT YOU: USE THIS FORMAT WHEN PREPARING YOUR PROPOSAL

Section 1 – Vendor Background and Qualifications

1.1 – Specific Expertise and Examples

Describe what your general capabilities are as a company, and what separates you from others in your industry. Be sure to provide examples of your prior work that illustrates these capabilities.

1.2 – Experience

Provide examples of projects similar to ours that you have completed in the past, and describe specific lessons learned from working with on these projects which you will bring to our project.

1.3 – Organizational Capacity

List your separate in-house departments and the approximate number of personnel in each. Give an approximate number of projects typically being worked on by each department at a given point in time as well.

1.4 – Proposed Project Personnel

Provide a list of the principal personnel that would lead your development team for our project, along with a short bio for each listing their qualifications and experience.

1.5 – References

Provide a list of three clients that you have completed projects for in the past. Two can be current clients, but at least one should be a former client who no longer does business with your company. Be sure to include a contact name and full contact information for each.

Section 2 – Web Page Design and Development

2.1 – Design Approach and Experience

Briefly discuss your general approach to design for the web, including a description of your design and multimedia presentation capabilities.

Provide the current URL of three examples of projects you have recently completed that display your expertise in these areas, as well as a short list of the service/services you completed for each.

2.2 – Compliance, Compatibility, and Accessibility

Describe how the final product will meet and/or exceed the requirements established by the Americans with Disabilities Act and section 508 of the Rehabilitation Act.

Also, discuss how your development team works to ensure compliance with the standards established by the W3C organization.

Finally, list the browsers with which the site you are proposing will be compatible.

Section 3 – Content Management

3.1 – Content Management Approach and Experience

Describe your general approach to designing and building Content Management Systems, including specifying if your solution is custom or 3rd party. List examples of projects you have previously completed CMS's for, including a description of how each compares to the solution being proposed for our project.

3.2 – CMS Impact on Search Engine Optimization

Describe how you approach the common issues that dynamic web sites experience with getting properly and fully indexed by the search engines. Be sure to also explain the level of control your CMS solution will give us going forward to optimize our site on our own.

3.3 – Project Requirements

This project will require the implementation of a full Content Management System to allow us to add, edit and remove content for the site through a web-based, secure administrative area. Please describe how your proposed solution will meet these goals, as well as outlining any and all additional functionality your CMS will bring to the project.

Section 4 – Investment and Timeline

4.1 – Project Investment Breakdown

List the specific products and services you are proposing for this project, and include pricing for each. This includes indicating if there is a difference in price if all items are purchased as a package versus certain items being selected a la carte, and be sure to provide pricing for both instances

4.2 – Proposed Timeline

Provide an approximate timeline for the proposed project by breaking the development into stages and then listed time ranges for each to be completed.

4.3 – Contract Terms and Conditions

Provide the terms and conditions that would be included with the contract for the project as you have proposed it.