

Request for Qualifications/Proposal: Website Phase 1: Planning and Definition

Background & Introduction

The Freelon Group is a fifty member architectural firm in Research Triangle Park, North Carolina, founded by Philip G. Freelon, FAIA, in 1990. The firm is dedicated to serving clients, the community, and its employees in a team environment, while providing excellent design solutions for the benefit of all. Through on-time, on-budget delivery of high-quality design projects, The Freelon Group has earned the respect and praise of both public and private sector clients.

At The Freelon Group, we believe that building design is first and foremost **idea-driven**. Every building must reflect and reinforce the core values of the institution it is designed for. Doing so brings a relevant and lasting connection between the project design, its context, and the institution it represents. Furthermore, in this age of rapid change and ephemeral design trends, we believe it is important to craft buildings of **lasting value**. This is how we set ourselves apart. Lasting value comes not only from thoughtful, idea-driven designs executed with exacting attention to detail, but also from challenging and culturally relevant design opportunities. For these reasons, we continue to pursue a body of work that is thoroughly considered and mature, based on a confidence to be subtle at times, bold when appropriate, but always responsive to our clients' needs.

The Freelon Group offers specialized design expertise in the areas of Museum/Cultural Center, Higher Education, Libraries and Science/Technology facilities. Our building designs have received numerous awards including thirty-seven American Institute of Architects (AIA) regional, state, and local design awards. Our firm is also the recipient of the 2009 AIA Thomas Jefferson Award for Public Architecture, 2008 Contract Magazine Designer of the Year, and the 2001 AIA North Carolina Outstanding Firm Award in recognition of outstanding service and design excellence.

Purpose of Project

The Freelon Group's goal is to produce a planning document which includes the recommended base and framework for the conceptual appearance, structure, content and other necessary documentation to thoroughly define and commission the future User Interface Design and Development of www.freelon.com

It is expected that following the successful performance of Phase I – Planning and Definition, Freelon will have sufficient understanding, knowledge and recommendations to move forward to Phase II – User Interface Design and Development.

[Please note: RFP for Phase II will be requested separately at a later date. Selection for Phase I does not guarantee submitting firm will be selected for Phase II]

Submission of Qualifications/Proposal

Deadline: February 1, 2010 at 5:00 PM EST

Questions about the RFQ/P will be welcomed via E-mail through January 28, 2010 at 12:00PM EST.

Please respond in PDF format by E-mail or CD/DVD by mail. Please send to:

By Email, 8 MB limit
amarich@freelon.com

OR by mail on CD/DVD:
Anna Marich
Associate
The Freelon Group Architects
5310 South Alston Ave.
Building 300, Suite 320
Durham, NC 27713

Proposal Submission Criteria

- Brief firm introduction and your firm's methodology
- Relevant project experience:
 - Please provide 3-5 relevant examples of projects that illustrate experience with Professional Services Industry clients. Preference given to projects for clients in architectural or allied design fields. (i.e. Interior Design, Photography, Engineering firms). Related projects must include:
 - Client's goals/objectives and results
 - Target Market
 - Services Provided
 - Client Reference and Contact Info
- Develop a timeline for the project and draft work plan identifying & describing all tasks, deliverables and milestones
- Describe the resources that will be assigned to the project and how many hours each resource will perform by task/deliverable
- Identify suggested Freelon resources and level of involvement that will be required throughout this project for review and sign-off on deliverables
- Hourly rates for all resources
- Total cost for deliverables included in this scope of work

Evaluation Criteria

- Demonstrated understanding of the assignment (25 points)
- Approach / Methodology / Timeline (30 points)
- Cultural Fit and Relevant Experience (35 points)
- Cost (10 points)

Schedule of Events

The following target schedule is presented for information only and may be adjusted at Freelon's discretion:

RFQ/P distributed to vendors	January 19, 2010
Questions may be submitted by email	January 19, 2010 – January 28, 2010 by 5:00 PM EST
Proposals submitted to Freelon	February 1, 2010 by 5:00 PM EST
Shortlist announced	February 12, 2010
Three selected firms will be asked to interview at the Freelon office in Durham, NC	February 22, 2010 – February 26, 2010
Final selection of vendor	March 8, 2010

Scope of Work

Your proposal should be based on performing tasks required to produce the following deliverables:

1. Define business goals for website
2. Identify target users and requirements
3. Provide a competitive/benchmarking analysis to identify gaps in strategy
4. Develop an inventory of all existing and required content
5. Develop a high level site map
6. Develop detailed wireframes for all unique templates that define page structures, navigation systems and functionality
7. Develop process flow diagrams as required by any advanced site functionality
8. Provide recommendations for the technical architecture and CMS

Pricing

Provide a detailed breakdown of your estimate based on tasks required to perform the deliverable requested in this scope of work.