



WySys

Website Request for Proposal

WySys, a software development company, is offering a Request for Proposals (RFP) for the design of a new website at www.wysys.com.

The website is to be used to promote, sell, and download software developed by WySys.

To facilitate the review process, applicants must submit proposals in both paper and electronic format. Please see the following RFP for complete details.

DEADLINE NOTICE:

Hardcopy and electronic versions (no facsimiles) of proposals must be RECEIVED at the WySys by the close of business: NOVEMBER 15, 2006

Please send your proposals and direct all questions to:

Stacey Wyatt
Marketing Director
WySys
P. O. Box 273,
Pleasanton, CA 94566

925 846-6547 x 3 for voice mail

swyatt@wysys.com

www.wysys.com
www.tasktrackerandmore.com
www.schoolincidenttracker.com
www.keytrackerandmore.com
www.incidenttrackerandmore.com
www.taskmanagerandmore.com

WySys

REQUEST FOR PROPOSAL

Your proposal must include all the following elements and any additional ones you may wish to suggest:

- Planning includes helping us plan and implement our web site.
- Developing includes a detailed site map of the site and a description of the content included.
- Design includes creating the graphical look and feel of the site plus a navigation plan. Please include the primary design and development of the navigation for the home page and provide a template for all other pages.
- Site content is based on information provided by WySys.
- Development includes copy, photographs, original art and a complete website in template format, ready to go that can easily be updated by the principal.
- Search Engine optimization
- VideoClip Demo (Optional) – You may include development of software demo in your proposal.

Current site is hosted by Crystaltech.com.

WEBSITE OBJECTIVES

The WySys website is an extension and primary source of our software sales business. The web design should focus on our business goals:

- Traffic
- Visitors become customers
- Sales
- Customer Support

WEBSITE REQUIREMENTS

Design:

- Each page has a clear purpose and communicates that purpose to the visitor.
- Each section is clearly defined with a preferred action for the visitor to take.
- Site content is focused on building a positive relationship making the visitor a customer.

Elements:

Product - Software products are offered to unrelated industry.

- School Incident Tracker – Behavioral Management for Education

- Task Tracker and More - Task, Keys/Door, Alarm Code Tracking for Business
- VideoClip Demo – Allows customer to watch demo on website.
- Purchase -
 - Ecommerce
 - Automatic software download after purchase

Eligibility:

All individuals, business and organizations are eligible to submit a proposal for design services.

Submission Requirements:

- Cover letter briefly detailing your professional background illustrating an ability to fulfill the tasks described above, and why you are interested in designing a website for WySys.
- Resume or curriculum vitae
- Three references, including contact person and telephone number
- Three samples of your work and three of your active sites to review, with contact information
- Work plan (limit 3 pages) including timeframe.
- Terms should be project based and all inclusive.
- A suggested homepage mock up design

- end -