

The Our Client an art and design center with a school is looking for a new content managed website, class management system and e-commerce store all in one new website.

Our range of programming includes an extensive series of workshops, classes artists, members, and products.

Here is an example of a website we like. Silvermineart.org- in terms of function. We would like a different, more modern design.

Content Management Functionality

1: Intuitive, easy to use content administration for non-technical staff via a passwordprotected browser interface

- Content Management System (CMS) will allow an unlimited number of pages
- Content is easily saved and previous versions of pages/content can be rolled back
- Content may be dynamic (with start and end dates for events, classes and other content), allowing administrator to preload data, which will dynamically be available on the start date and no longer visible after the expiration
- Other media such as PDFs and images can be stored on a CMS database
- CMS will allow for multiple users to have access to edit site content, menu items, and general configuration, and for different roles and permissions levels within that
- Administrator can add and remove users as needed
- Ability to edit content through HTML or WYSIWYG editor

2. User account Sign-up Process

- Users can save contact information, shipping, and billing information through a member sign-up. Students, members and other constituents will be able to create accounts on the site.
- Secure password protection for users
- Forgotten passwords can be emailed for reset

4. Homepage and web design

- Homepage
- Clickable slider of images
- Dynamic content from current exhibits, classes and upcoming events
- Highlighted feature box that can be generated and edited by administrator
- Pages as itemized in site map to be easily added, deleted, or edited through CMS
- Top of each page to include large photo or slider of images
- Administrator fills out page content with text, photos, etc through CMS
- Entries to be stored in database, easily inputted and edited through CMS
- Entries will include searchable keyword tags
- Entry types include:
 - Classes
 - Title
 - Date
 - Time
 - Cost
 - Add to cart- brings students to a secure registration page. Students will be able to create accounts on the site that save their registration information.
 - Photo

- Description of each class
- Instructor (clickable)- brings up past classes they've taught, programs they've been involved in.
- Type (printing/binding/calligraphy, etc.)- Students can sort by type
- Elective/Certificate core course, if applicable- students can sort for this.
- Level-Students can sort by level/ prerequisites.
- Weekday/weekend- Students can sort by schedule.
- Supplies recommended to bring to class

Members: With the ability for artist members to edit their own pages/upload images. New artist members will be able to upload a portfolio, which will become visible after being vetted and approved. Visitors will be able to sort through by type of work, keywords, etc, and save their favorites.

- Name
- Location
- Website
- Photos of artwork
- Bio of artist
- Thumbnail photo
- Artist statement
- Type of work
- Link to collections page if applicable
- Link to participation in CBA exhibitions if applicable
- Link to store, if applicable

- Events

- Title
- Date
- Time
- Description
- Fee (for members/non-members)
- Presenters/participants
- Link to relevant exhibits/classes/store items
- Click to purchase tickets button (pre-registration)

- Store items

- Title/ Name of Work/item
- Artist/ ○ Type of item-
- Date of publication
- Description
- Photo
- Size/weight, (if applicable)
- Cost
- Inventory control #
- Click to purchase button

- Ability to create other entry types if necessary in the future

5 Search

- A search box will be available on all pages and will search for all content, documents, and entries on the site
- Results will be returned based on relevancy
- Results filterable/sorted by entry type (and other criteria?)
- Clicking on a result will open the item or page

4.8 Store for products

- A secure and professional quality shopping cart will be available to users 24x7
- Shopping cart will tally and display subtotals of purchases.
- Cart will include shipping and taxes to applicable purchases and differentiate between items that necessitate shipping or not, and between items that necessitate tax or not.
- Credit card transactions can be charged for certain transactions, or info stored for future charge for other transactions. For example, student registrations should enable the user to create an account, if they wish, and register for a class. Students will be given the option to become a member at the same time that they register for a class, and be able to easily understand that process. Student information would be transmitted, and payment information would be stored until the class is confirmed as running.
- Users can add or remove items, or edit quantities
- Users can continue shopping after an item has been added
- User can review and/or cancel order before purchase
- A confirmation of purchase/registration is provided, once the process is complete
- Allow users who have logged in to save orders before purchase, and to check status on orders once the purchase is complete

Cart will suggest other purchases

- Responsive web design will allow for easy viewing from mobile devices

5. Rental Calendar

The site will include (via Google Calendars) a rental schedule that would allow people to see when open studio time is available, and be able to book time and make rental appointments. Renters would be required to have an account to book rental time, and an administrator would approve new renters for certain kinds of equipment. Renters would be able to book particular time slots on particular presses.

6. SEO and Analytics

7. Social Media

Pages (all or some?) can be shared via Email, Facebook, Twitter, Pinterest (other?)

8. Accessibility Requirements

Timeline:

Deadline: November 22

1. Describe in detail the firm's proposal to address the requirements outlined in this RFP, including details such as technologies to be used.
2. Describe the fee structure and how the organization will be charged. The costs

involved may be categorized separately as redesign, implementation costs, maintenance costs, and software licensing costs. Also include the firm's plan for post-deployment maintenance, support and upgrades including hourly rates for services.

3. Provide a brief history and profile of the firm
4. Provide some examples of similar projects