



Request for Proposal (RFP): Web Site Development

National Cooperative Grocers Association (NCGA)
July 2010

Table of Contents

About National Cooperative Grocers Association	2
Purpose of the RFP.....	2
Background.....	2
Timetable for RFP Process.....	2
Proposal Guidelines and Requirements	2
Response to RFP Revisions.....	2
Contract Award.....	2
NCGA Contact Information	2
Appendix A. Scope of Work.....	2
Appendix B. Overview of NCGA's Existing Website.....	2
Appendix C. NCGA Identified Improvements	2

About National Cooperative Grocers Association

National Cooperative Grocers Association (NCGA) is a business services cooperative owned by 114 retail food co-ops in the United States. Our members operate over 145 locations in 32 states, with annual sales of nearly \$1.2 billion. As an organization, NCGA is committed to providing the vision, leadership and systems to catapult a virtual chain of thriving retail food co-ops to a position of prominence in the natural foods industry.

Purpose of the RFP

It is the intent of NCGA to solicit proposals from qualified web developers to redesign our existing web site (www.ncga.coop) with an emphasis on ease of use for our members. A scope of work can be found in Appendix A. An overview of NCGA's existing site can be found in Appendix B.

Background

NCGA's current website, www.ncga.coop, was developed over 4 years ago in Drupal 4.7. The main content of the site is online program material along with a substantial library of documents available for download. These documents include information related to our business in a variety of formats including Adobe and MS Office among others. There is a small e-commerce aspect to the site with approximately 140 items. This store front does not currently accept credit cards. Though primarily an internal resource for NCGA's members, there is some public facing information (news, member locations, information about NCGA and employment opportunities).

The site statistics from Google Analytics show that the site averages 5,000 unique visitors a month with nearly 90,000 pages visited a month. The site currently houses over 1,500 documents in PDF, Word and Excel format and over 5000 images. One of the prime objectives of this RFP is to redesign www.ncga.coop to make searching and finding the desired information easier for the over 1,700 users of the site. In addition, we are looking to increase the functionality of the calendaring system and the group discussion boards.

Timetable for RFP Process

Written confirmation of developer's intent to respond to this RFP is required by **July 27, 2010**. All proposals are due on **August 10, 2010**. Late proposals will not be evaluated for award unless otherwise agreed by NCGA.

<i>Event</i>	<i>Deadline*</i>
RFP sent to potential developers	July 22, 2010
Electronic confirmation of bid intention	July 28, 2010
Proposal due date	August 11, 2010
Anticipated selection of developer	August 30, 2010
Anticipated commencement of work	September 2010

**Unless otherwise noted, deadlines are 5:00pm central time.*

Proposal Guidelines and Requirements

Developer proposals should include the following sections:

1. Company Overview - Brief history including mission statement, core design capabilities, technologies and programming languages used.
2. Approach & Methodology – Describe the process you will follow if awarded this project, including key phases both pre- and post-launch. Please address major milestones and measures of success, as well as any technology specifications or limitations in your proposed solution. Note: process should allow for engagement of/feedback by a subset of NCGA members/web users.
3. Project Management - List the key staff who would work on this project. Please state their role and related work experience.
4. Relevant Work – Provide up to three examples of websites that best reflect your company's work as relevant to this project.
5. Price Structure - Include a detailed and itemized breakdown of project costs, by phase. Price quotes should be inclusive of all fees, including any post-launch costs such as monthly hosting fees (name of ISP, server size/capacity, security levels), on-going technical support/update costs, or any other items that have not been identified in this proposal.
6. Projected Implementation Timetable - Please provide an estimated timetable for the individual stages necessary to complete the website redesign from acceptance of proposal.
7. Other Information - Use this section to include any other essential information not articulated in the above sections.
8. Contracts - Please provide an example of a client contract and any related addendums that would apply to your bid and proposal. Note: all contracts will be reviewed by NCGA legal prior to acceptance.
9. References - Provide three client references, their contact information and their web site addresses.

Response to RFP Revisions

Upon receiving your proposal, the NCGA will review your response, and if necessary return it to your organization for clarifications. This process will provide you with an opportunity to put your best proposal forward and help to avoid any confusion related to a response to the RFP that is missing essential information.

Contract Award

Award of a contract resulting from this RFP will be based on criteria including, but not limited to: overall quality of proposal, proposed cost, adherence to RFP guidelines and responsiveness of developer. NCGA reserves the right to reject any or all offers or accept other than the lowest price offer. All proposals are assumed to be best and final offers.

NCGA Contact Information

Please email your proposal to:

Chris von Rabenau, NCGA Director of IT

Email: chris.vonrabenau@ncga.coop

Phone: 866-709-COOP (2667), ext. 1120

Appendix A. Scope of Work

The selected developer will redesign NCGA's existing website such that each of the following key objectives are met:

- The website is easier for NCGA members to use (substantially improved navigation/organization and search functions).
- The website allows users to customize/control content based on their individual preferences.
- The website is easier for NCGA staff to maintain.

An overview of NCGA's current site can be found in Appendix B. Specific suggestions to meet these objectives have been identified by NCGA staff in Appendix C.

Site Goals

CMS Goals

- Easily maintained by non-technical staff
- Ability to instantly update web content based on users permissions
- Provide versioning for reversal of content updates
- Not be a custom built CMS, but one with widespread penetration
- Host platform must be Linux compatible
- Security infrastructure that can customize users privileges to a fairly granular level

Document Management Goals

- Upload of documents to the site must be straightforward
- Incorporate a security structure for access/upload based on user
- Provide a mechanism for upload of multiple documents at a time
- Provide a mechanism for auto deletion of content, as desired, based on a future date/time
- Provide the ability to link to a single document from multiple pages
- Allow for the tagging of documents by multiple tags and content type for searching

Design goals

- NCGA is open to redesign to provide accessibility and address other elements of this proposal
- Redesign is NOT an essential part of this project provided the success of user accessibility solutions
- Navigation should be simple
- Information should be grouped and presented in a logical manner with a minimum of 'drill downs'

Search goals

- Include key word/tag searching
- Identify documents attached to content
- Ideally, search within documents attached to content (Excel, PDF, Word and others)

Content goals

- Ability to post headlines based on NCGA defined search terms from other sources (similar to Google alerts)
- Provide a mechanism for event registration by user and retention of registration information for future events (such as name, member association, standard rooming and meal preferences, etc.)
- Connect users to an NCGA member
- Incorporate a basic e-commerce solution:
 - Items with photos
 - Generate invoice
 - Purchase tracking system
- Allow NCGA staff to easily find and email users based on their role within their specific co-op
- Identify users by member co-op, member store location and by position within the membership
- Allow users to customize the content on their homepage view to include information relative to their interests and/or position within their co-op
- Provide RSS feeds for users based on their customization
- Built in accordance with the Web Content Accessibility Guidelines
- Be accessible for the novice and experienced user
- Provide an integration pathway to NCGA's internal membership system
- Balance of text and graphics with assumption that some users will be on dial-up
- No plug-ins should be necessary to access the content on the site
- Analytics should be available for the site (currently, using Google Analytics)
- Cross-browser (IE, 50%; Firefox, 37%; Safari, 10%) and platform (Windows, 85%; Macintosh, 12%) compatible
- Developed to meet all Federally-mandated access requirements adopted by the Federal Access Board under section 508 sub-section 1194.22 of the Rehabilitation Act

Developer must:

- Test site on all applicable platforms to ensure web site works as promised.
- Provide training to key NCGA staff (including architectural training). Training materials will be provided by developer. Training will include site maintenance tasks such CMS version updates.
- Provide the technical resources for the transition of the site to NCGA's WiredTree.com hosting account, including working with WiredTree technical staff as necessary to successfully launch the site.
- Provide necessary software and licenses to maintain site internally or externally.

The selected developer will work directly with NCGA's Director of Information Technology, Chris von Rabenau, and at times with its Marketing Director, Kelly Smith and other staff as appropriate.

Once the web site has been completed and accepted by NCGA, the web site design and all of its contents, software and architecture become property of NCGA.

Appendix B. Overview of NCGA's Existing Website

Address

NCGA's current website is located at www.ncga.coop. Although our website has resources, it is primarily intended to provide real time program information, business tools and resources to the members of our association. Access to member-only resources requires a user name and password.

Platform

NCGA's current website was developed in Drupal 4.7.

User Access

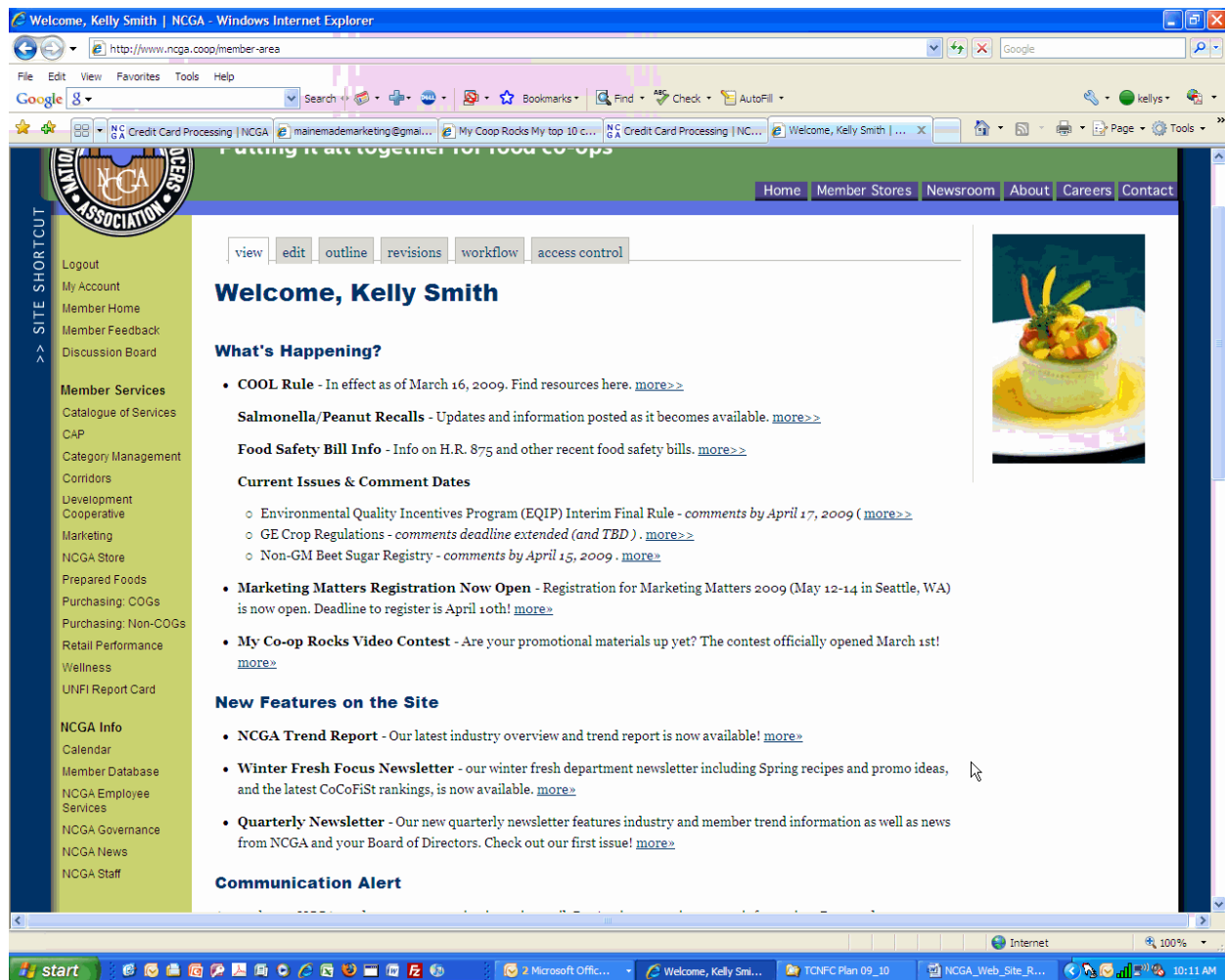
Each user has a unique user name and password. Each user has an affiliation to an organization (NCGA, partner or member specific).

Roles & Positions

NCGA currently categories users into position (e.g., marketing at a member co-op) and roles (e.g., NCGA admin or member GM/DR). *Roles* indicate which pages/areas of the secured area of the site that a user has access to. *Positions* indicate which content, generally, the user may be interested in (although this isn't perfect) and serves as a way for NCGA staff to segment users through our contact mailer. Users may have several positions but typically have only one role.

Architecture

Generally, primary navigation items indicate content that is public information. Once a user has logged in, they have access to a variety of secondary menu items based on their role. See screen shot on the following page.



Contact Mailer

This is currently accessible only by NCGA staff and allows us to pull a list of users and their contact information based on user position, as well as, regional groupings. The lists are typically used to provide targeted program updates. Currently, the contact mailer provides NCGA staff the ability to create an email and/or export the user list as a CSV file for import to an email client

Appendix C. NCGA Identified Areas for Improvement

Category	Issue Detail	Potential Solution/Ideas
Architecture	☐ General architecture not intuitive to all members. Too many clicks to get information. ☐ Left side bar doesn't allow you to easily see all of the choices in that area.	☐ Improve navigation. Limit clicks. ☐ Add site map.
Search	☐ Search functions poorly and doesn't look in fileshare folders or sub-folders.	☐ Improve search to include documents in fileshares ☐ Suggest alternatives for typos when searching ☐ Provide site page information in results to identify so you know where information is located and you know where you are after click-through. ☐ More cross referencing/tagging/aliases or standards. E.g. "genetic engineering" doesn't find item if it's labeled "GE".
Architecture	☐ Members don't know what is new and/or what is relevant to them	☐ Allow members to customize content like Google or Yahoo ☐ Allow members to get RSS feed on content they deem relevant ☐ Provide a list of what has been added since the last time they logged in?
Architecture	☐ Duplicate files on multiple pages	☐ Consolidate fileshares??
Architecture	☐ One of the most frequently-asked-for things is where do I register for ____?	☐ Workshop training/registration as a main navigation item? ☐ Single page with all survey monkey/registration links?

Category	Issue Detail	Potential Solution/Ideas
Architecture	☐ Filing of data differs by person. No way to easily remember where documents were placed. Ex: case study audits or material presented at corridor meetings or GA. You have to remember when something was presented, and whether it was corridor or national, etc. to find it on our website. Particularly if in a fileshare.	☐ Some way to categorize files for archival purposes. ☐ Improve search of files ☐ Reduce number of files for meetings
Architecture	☐ Pop-up menus work poorly	☐ Decision Tree menus that are not pop-up driven would be much easier for folks to navigate.
Architecture	☐ Supplier Programs section is cumbersome. Too many clicks to get to information.	
Calendar	☐ Calendar not intuitive ☐ Difficult to enter events ☐ Can't change calendar view easily ☐ Preview screen does not show the date and time that was entered. (Currently it says something like 1969, 6pm.)	☐ Time zone should show up when you look at the event details. ☐ Limit time zone drop down list to US time zones only. ☐ When putting in the time, could there be a drop down menu of 00, 15, 00 and 45 with the default set at 00? Currently, it registers the minutes of whenever you are updating the calendar. ☐ Allow month viewing ☐ Allow drag & drop for outlook calendars from website ☐ Flag new items since last use
Calendar	☐ We put a list of upcoming events and deadlines in a weekly email to GMs. Would prefer to use/link to calendar.	☐ Ability to use calendar in corridor emails (rather than email event list)
Contact Mailer	☐ Have to enter in textile or html formatting. Easier to export list to excel and use Outlook. ☐ Special characters (i.e., curved apostrophes) show up oddly	☐ Should be able to use links and special characters without using textile or html

Category	Issue Detail	Potential Solution/Ideas
Contact Management	☐ Users can't quickly identify new material from old	☐ Show date stamps of posted materials and updates (only when updates are substantive—not for minor edits).
Maintenance	☐ Too many pages to keep track of ☐ Old files aren't removed in a timely fashion	☐ Streamlined architecture with fewer pages ☐ Be able to date/set expiration/removal or archive for all content at time of upload/entry ☐ Determine timeframe for updating pages ☐ any time an item was added to the website, you <u>had</u> to fill in a date which would drive an e-mail reminder to the person who posted the item that it was time to clean it up (i.e. after the event, clean out logistical info, post outcomes, etc.).
Maintenance	☐ Links to sub-headings on pages continually break; result in a search page when clicked	☐ Fix sub link problem ☐ Consider sublinks to improve navigation within pages
Maintenance	☐ Members don't maintain their store contact lists. ☐ We have users who have never logged onto the site.	☐ Make it easy for GMs to review their contact list and update it ☐ GMs automatically receive exported contact list via email on a quarterly basis with request to update?
Maintenance	☐ It would be nice to be able to upload & change content more readily with respect to photos. Merchandisers have had requests for more store photos online however I'm sure space must be limited.	☐ Internal or external photo viewer?
Maintenance	☐ Different people post content different ways	☐ Clear guideline for how content is to be formatted for posting (if not already in place) would be helpful.
Maintenance	☐ Easy html updating	☐ Editor that allows pasting formatted text into text editor sans formatting to prevents smart formatting

Category	Issue Detail	Potential Solution/Ideas
Maintenance	☐ One-stop staff contact updates--so new info automatically populates all relevant areas of the site.	☐ Separate staff DB?
Platform	☐ Website 'shows up' differently for depending on browser.	
Security	☐ Anyone with Filezilla access to the site could delete all of our pages/files as well as other company pages	
Security	☐ If you send a link directly to a file in a fileshare/folder, that link could be accessed by anyone regardless of whether that person has a username	
Security	☐ Password system is a bear. People forget their user name and/or can't figure out the "forgot username/password" system. Or they get the one time password and then forget to change their acct info.	☐ Allow security question so user could change password right in the moment.
Security	☐ Do we have the right users with the right roles/permissions on the site?	
Store	☐ Should show all items in a given category on the same page, in boxes like Amazon or another retail site.	
Store	☐ Lots of items ordered via email now such as coupon books and videos that we may want to consider doing differently	☐ Add to store?
Store	☐ Users can't track for themselves what items they might have purchased already (from purchasing, marketing, etc.) NCGA staff needs to call around too to get answers.	☐ Create a way for users to track purchases and registration activities for themselves, department or co-op (based on authorization levels).
Tracking/ Reporting	☐ No way to track member use of marketing materials that are free	☐ All free materials are products, to be added to cart

Category	Issue Detail	Potential Solution/Ideas
Tracking/ Reporting	☐ User metrics very difficult to interpret. Includes individual file paths, paths with no name (only the node), etc.	
Tracking/ Reporting	☐ It would be nice to track and potentially display, which members are participating in which programs	