



January 7, 2011

RFP

User Experience Redesign for Planet Forward

OVERVIEW

Planet Forward's website has just been re-designed with a focus on a clean design and clear information architecture. Now, we would like to focus on the user experience and expand the ways our members can use the site. We want a website that identifies and attracts content and communities.

Deadline for consideration for this project is Jan 19.

About Planet Forward

Planet Forward is a web-to-television initiative that takes on issues of energy, climate and sustainability, and asks citizens and experts alike to "make their case" for an idea they think is game-changing. Combining the reach of social media and the visibility of public broadcasting, Planet Forward looks for original ideas and research, informed opinion, and firsthand experience to feature online and on television. We reward our contributors by giving their ideas increasing levels of public exposure, and an opportunity to present those ideas to decision-makers on television in a one-hour special to air in April 2011.

GOALS

The primary goal of the user experience redesign is to bring people back to the site to engage more of our archive. We want the site to inform people about energy and climate issues and engage them in the conversation.

The redesigned user experience will support the following objectives:

- Implement peer-to-peer communication
- Expand groups
- Improve search improvements (to groups)
- Require users to submit more profile info
- Improve submission process so that people enter more information and it allows for text ideas
- Give people innovative tools to further interact on the site, ideas include:
 - Add latest activity
 - Curate their own pages of PF content (like <http://www.polyvore.com/> or http://www.etsy.com/treasury/?ref=fp_nav_treasury)
 - Create news desk where people can submit news items to cover, and we can assign stories

- Curate a paper.ly page of stories they find interesting
 - Allow members to submit links to news
 - Add Science Corner
 - Add comments to profile page
 - Figure out more ways to categorize/browse content
 - Give groups more options to be creative with their space
 - Improved framing of curated content vs user-generated content
 - Voting platforms that allow text-to-vote
 - Add more categories to navigation
 - Connect buddypress to other social networks
 - Reinforce community in other ways
- Provide ideas for future enhancements/innovations on the site
 - Add video uploader

SCOPE

The enhancements should work within the current Wordpress CMS, which already has Buddypress installed. We are open to other community management systems, if it meets the needs that Buddypress already provides and is cost effective.

This is not a redesign of the look and feel of the site, nor do we want to move away from Wordpress.

WRITTEN PROPOSAL

Please include the following in your proposal:

1. An overview of your project approach.
2. Discussion of how your firm will meet our scope of work. Feel free to include any additional ideas for how we can meet our goals.
3. A proposed timeline, with work commencing as soon as possible no later than January 31, 2011.
4. Please provide your experience with this work, including examples of similar websites.
5. Three references.
6. Fee.

Submission Information

Please submit application by email by January 19, 2011 to:

Susanna Murley
 Web Manager, Planet Forward
susanna@planetforward.org

For questions, please feel free to contact Susanna at susanna@planetforward.org or 202.994.9280.