



QUESTIONS AND ANSWERS

FB-24-006 Web Design Services

Responses are below in **RED**

Referencing Section 2.2, A, iv, Are you expecting the agency partner to present a single design concept and work with you on iterations or are you asking for multiple initial concepts?

After meeting with us to learn about the brand and design preferences, we're expecting a single design concept with multiple and reasonable iterations/revisions.

Referencing Section 2.2, B, Since UALR has a vacancy in their UX/UI design position, who within the Web Team will be the team leads? Will there be committee reviews as part of the design process?

The Web Team will be involved in the design and review process. The Web Team consists of the Director of Digital Strategy, front-end web developer, back-end web developer, web analyst, and web content specialist. The Chief Communications Officer for the Office of Communications and Marketing may be involved, but ultimate decision-making falls under the Director of Digital Strategy's purview.

Referencing Section 2.2, A, How many unique components/sections are there within the 10 wireframes?

The current wireframes have 16 unique components including the global header and footer.

Is it a global contract or only US based companies can participate?

We accept bids from all suppliers. If a supplier is new to the university, they will need to register. A registration invitation would be sent after bid selection of the apparent winner. See section 1.18 of the solicitation for more details on doing business with UA Little Rock. More information for suppliers can be found on our website at <https://ualr.edu/procurement/suppliers/>

Can you share a budget

Please review the details outlined in the solicitation, section 2.

Is there an incumbent vendor?

There's no incumbent supplier. The department received feedback from a supplier on wireframes but the work was completed in-house.

Can we see the wireframes that you have completed?

Wireframes will be shared when the bid has been awarded.

Regarding items such as calendar, directory, program finder, alerts, etc? Are these third party tools, Wordpress plugins, or custom development? Do you need wireframes for any, or all, of these items?

We do not need wireframes for these tools. We use a combination of custom development (university directory and program finder) and plugins (The Events Calendar and Gravity Forms, for example).

Is there a need for content strategy or content writing

No

What are the largest pain points for the current site?

With regards to design, our biggest pain point is having an inconsistent look and feel across sites, along with a site that is not responsive on all device types. Our content strategy addresses our content pain points and is not part of this RFP.

Do you have an SEO strategy? Should we provide SEO support as an option?

We have an SEO strategy and do not need SEO support.

Have you completed a sitemap? Is this something you need?

We do not need a sitemap completed.

We have the ability to provide usability testing on the wireframes, once complete, to gauge their effectiveness, should we provide this service as an option?

This option could be included as part of the proposal but is not required. If a supplier includes this, please list it as a separate line item on the proposal as optional.

Do you have a date that your team is expected to get the final designs? When do you hope to go live with the new site?

Our goal is to have design work completed early 2024 with the site completed and live in fall 2024.

In section E.3 you give a score on KeyPerformanceIndicators(KPIs)and Timeline/Processes? We assume to understand what you mean by timeline and process, but can you please expand on what you mean by Key Performance Indicators, as it relates to this project?

Please speak to KPIs as you approach them in general as a company, as well as with regard to the scope of work of this RPP. Using at least one case study, show the work you've done to revamp an institution's website while meeting mobile and accessibility expectations. And discuss your process to onboard such a project by each phase.

Section 1.7.A.2 states that "The Proposal Packet...must include the following" and list as item (b): "Original signed Agreement and Compliance Pages. (See Agreement and Compliance Pages.)" We are unable to find these pages. Please specify what needs to be submitted to fulfill this requirement.

The wording of 'Agreement and Compliance' was outdated verbiage, but the Exceptions Form found on pages 6 & 7 of the Technical Packet is what was meant. The university is simply wanting the supplier to agree and comply with the solicitation, and if they do not, to list any exceptions they want.

Section 2.2, Scope of Work: We use Adobe XD for template wireframing and design. Will XD files be acceptable deliverables for the project? If not, what format is required?

XD files and pdf wireframes work fine. Our current wireframes were created in Figma.

Re: section 1.7 A — Is it okay if we submit the "information for evaluation" in a separate document rather than the table provided in the technical proposal packet?

Yes.

Re: section 2.2 A — Since the homepage wireframe is not yet created, should we assume that our design team will be creating it, along with the full-fledged homepage design?

Yes. A wireframe and design for the homepage is needed.

Re: section 2.2 A — To support completion of full designs, will the Office of Communications and Marketing be able to provide access to photography (and/or graphics/illustrations) aligned with the University branding guidelines?

Yes. We have a photographer on staff and will provide the supplier with access to our Digital Asset Management platform.

Re: section 2.2 A — Have the main site navigation elements been decided already? Is it possible to get a sense of what's included in the navigation?

Several rounds of tree testing and preference testing were conducted to best determine our new global navigation. The navigation reflects the overall goals for the university and our students.

Re: section 2.2 B — What is the Office of Communications and Marketing's ideal workflow when it comes to gathering feedback on designs and getting them approved? How many different stakeholders need to approve designs?

The Web Team will be involved in reviewing designs and providing approval. The Web Team consists of the Director of Digital Strategy, front-end web developer, back-end web developer, web analyst, and web content specialist. The Chief Communications Officer for the Office of Communications and Marketing may be involved, but ultimate decision-making falls under the Director of Digital Strategy's purview.

Are you open to a creative and content strategy before design?

The Web Team can provide background information and details about our creative and content strategy, along with discovery findings.

Do you have a site map or information architecture for the new site?

We don't need a site map provided. We have the information architecture and can provide that.

Once the design is complete, who will do the front-end code and CMS implementation?

The Web Team includes a front-end web developer and back-end web developer who will implement the designs.

Do you plan to stay on your current CMS?

Yes, we will continue using WordPress.

Do you need help with copywriting and content migration?

No.

Section 1.4 Schedule of Events: With an expected award date of 10/2/23, what is the anticipated/desired scope of work completion date?

Our goal is to have design work completed early 2024 with the site completed and live in fall 2024.

Section 2.2 Scope of Work: What development platform are you using, such as Bootstrap, that you might want designs to reference?

We aren't using development platforms. We're starting from scratch with PHP and WordPress.

Section 2.2 Scope of Work: Do your current wireframes include mobile already or is that to be built? If built, do you want them to be based on the development platform as the native responsive experience? Or all custom layouts?

Current wireframes include mobile, tablet, and desktop versions.

Section 2.2 B: Please describe your approval process.

The Web Team will be involved in reviewing designs and providing approval. The Web Team consists of the Director of Digital Strategy, front-end web developer, back-end web developer, web analyst, and web content specialist. The Chief Communications Officer for the Office of Communications and Marketing may be involved, but ultimate decision-making falls under the Director of Digital Strategy's purview.

Section 2.2 Scope of Work: Do the university branding guidelines include photo guidance or would there be any additional work needed around imagery recommendations?

We have a photographer on staff and will provide the supplier with access to our Digital Asset Management platform. No guidance is needed regarding imagery.

Section 2.2 A: In the design-to-development handoff, what type of information would the development team need to understand regarding the level of interactions and design structure?

All the necessary information should be provided in order to build the designs.

Section 2.2 A: Do you know which plug-ins you are using for certain components, such as Events?

We use The Events Calendar plugin and Gravity Forms.

In section 2.1 of the RFP it states that we "have addressed the information architecture" - has this been tested with exercises such as tree testing and/or card sorting to validate the assumptions?

Yes. Numerous rounds of tree testing and preference testing were conducted with faculty, staff, and students.

Although design is the primary scope of work – as referenced in section 2.2 of this RFP – does UALR anticipate needing any consultative services with their wordpress team?

No additional consulting work is needed.

No specific reference to any part of the RFP but a general question. Do you have an ideal timeline for finishing the designs? And the launch of the website?

Our goal is to have design work completed early 2024 with the site completed and live in fall 2024.

1. (Section 2.2, A, a) The scope of work states that there are 8-10 wireframes that the selected vendor will need to enhance and strengthen.

a. Are there additional wireframe designs that need to be considered other than the university homepage and the initial 8-10 mentioned?

No.

b. Are all existing wireframes desktop or have mobile wireframes also been Designed?

All existing wireframes have mobile, tablet, and desktop versions.

2. (Section 2.2, A, iv) Navigation Elements

a. You mention navigation elements need to be included. Have these dropdowns / interactions been included in the initial wireframes?

Site navigation is included in our current wireframes. Global navigation needs to be designed.

3. (Section 2.2, A, d) - Information Architecture

a. Is there any work needed around the information architecture of the new site?

No additional work is needed for the information architecture.

b. Has a new sitemap already been created or will the website navigation remain the same?

Our global navigation will be new and updated for the redesigned site.

4. (Section 2.2, B) Usually in a project similar to this, we will be involved in a full discovery

process to help inform design decisions; stakeholder interviews, user persona development, migration planning, competitive analysis, brand analysis and analytics & heatmaps.

a. Is any additional discovery work needed or is this strictly wireframe and website design work only?

No additional discovery work is needed. This is strictly wireframe and design work as we no longer have someone to complete this part of the redesign. As part of the redesign, we previously conducted stakeholder interviews, surveys, tree testing, user personas, preference testing, site analytics, and SEO strategy. These results and findings will be provided to the selected supplier.

b. Can you elaborate further on what previous insight, feedback, discovery findings, etc. has been completed and will be available to the chosen partner?

Please see answer above.