# Website Redesign

Request for Proposal

December 5, 2018

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# 1. Summary

Afrissance Limited, herein further referred to as 'the company', is accepting proposals to design and develop its company's media website, **http://www.afrissance.com**. The purpose of this RFP is to provide a fair evaluation for all candidates and to provide the candidates with the evaluation criteria against which they will be judged. We require a vendor who has demonstrated experience in managing website projects and expertise with best practices regarding successful website design and development.

The existing Company's web site was originally designed and produced in 2016 and modified slightly in 2017. The site is maintained with in-house resources

# 2. Proposal Guidelines and Requirements

2.1 This is an open and competitive process.

2.2 Proposals received after 12:00pm/noon, Wednesday, December 12, 2018, will not be considered and will be returned unopened.

2.3 The proposal must contain the signature of a duly authorized officer or agent of the company submitting the proposal.

2.4 If you wish to submit alternate solutions, please do so.

2.5 The price you quote should be inclusive. If your price excludes/includes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

2.6 If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name and address of the sub-contractor. The Company will not refuse a proposal based upon the use of sub-contractors; however, we retain the right to refuse the sub-contractors you have selected.

2.7 Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

# 3. General Conditions & Notice to Bidders

3.1 The Company will negotiate contract terms upon selection. All contracts are subject to review by the Company's legal counsel, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

3.2 Prices quoted shall not include taxes.

3.3 No financial claim for any payment whatsoever shall be brought against the Company for any contract delays.

3.4 The right is reserved to accept the proposal deemed best for the Company. The Company also reserves the right reject any and all proposals.

3.5 All proposals must be submitted in a sealed envelope clearly marked with the bid number, before the date and time indicated. The Company will not be held responsible if any proposal is not so marked and is unintentionally opened as a result. Postmarks will **NOT** be considered.

3.6 Conflict of Interest: A bidder filing a proposal thereby certifies that the proposal is made in good faith, without fraud, collusion or connection of any kind with any other bidder, and that the bidder is competing solely in its own behalf without connection with, or obligation to any undisclosed person or firm.

## 4. Purpose, Description & Objectives

### 4.1 Purpose

The Company currently has a web presence that is dated in appearance, structure and in the presentation of content. An opportunity exists to re-engineer the site to better reflect the mission of the company and incorporate the latest web technology. Upon completion of the development of the site, the company will assume full responsibility for web site content maintenance and administration. All content, coding and graphics will become the sole property of the Company.

### 4.2 Description

Create a flexible, informative web site that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences. In addition to designing a user-friendly site with an intuitive interface, we must also develop a web-based, database-driven administration tool that allows key management personnel to easily update content without directly accessing source code.

To be effective, our web site must be:

- User friendly, engaging and intuitive
- Contemporary look and visually pleasing
- Informative and content driven
- Ecommerce portal for our retail products
- Safe and secure
- Quick to load and operate

### 4.3 Objective

Our primary Internet objective is to continue to build brand identity, awareness, and interest in the organization and the services it provides. The project is being initiated to create a contemporary website ideally designed for the future and equipped to consist extensively of the items raised above **AS A MINIMUM**.

## 5. Timeline

5.1 This RFP is dated December 5, 2018. Proposers may also request a copy be sent via email by contacting Ayodele Olaniyi at ayodele.olaniyi@afrissance.com.

5.2 Proposals will be evaluated immediately thereafter. During this time, we may require interviews with our evaluation team on or about December 14, 2018. You will be notified if this is requested.

5.3 The name of the selected candidate firm will be decided no later than **December 17, 2018**.

5.4 Negotiations will begin immediately with the successful candidate and should conclude no later than December 19, 2018.

5.5 All other candidates will be notified soon thereafter on or about December 14, 2018.

5.6 Phase I of the project must be completed and delivered within 5 working days of the parties signing a contract for the work.

5.7 Target completion of the project would optimally be no later than **January 31, 2019**. The company reserves the right to revise these deadlines.

# 6. Budget

Please provide a cost proposal to accomplish the scope outlined below. The budget must encompass all design, production, and any software acquisitions necessary for development and maintenance of the web site.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

In your price, please provide the break out for Phases I and II.

List pricing for:
- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment

# 7. Background of Organisation

## 7.1 Our Mission

We are a leadership, organisational development and enterprise transformation organisation born out of the desire to contribute to, champion, and lead the emergence of successful and influential global brands coming out of Africa.

## 7.2 Products and Services Overview

### 7.2.1 Organisational Health

We work relentlessly with leaders and teams to create a sustainable advantage that separates them from competition by focusing on building cohesive leadership teams truly aligned to their shared goals.

### 7.2.2 Change Management

When organisations undertake projects or initiatives to improve performance, seize opportunities or address key issues, they often require changes; changes to processes, job roles, organisational structures and types and uses of technology. If employees embrace and adopt changes required by the initiative, it will deliver the expected results.

### 7.2.3 Leadership Development & Coaching

As change management consultants and PROSCI primary affiliates, we are well positioned to leverage and customise solutions to help your organisation thrive in the midst of change by developing the "the right fit" leadership for your company

### 7.2.4 Digital Transformation

We are passionate about helping our clients harness the best that digital technology has to offer to help exploit the business opportunities and to determine what they will do with digital and how best to go about it. We offer industry- leading capabilities in technology change management, solution architecture, enterprise systems and more, to guide our clients towards reaching the next level of business performance and growth

### 7.2.5 Project Execution & Coaching

Projects for profits, work with our team to increase your chances of realising promised benefits through an integrated approach.

7.2.6 Learning & Development

As our clients evolve, we are able to help them address capability gaps in their workforce through our extensive training and coaching curricula delivered in innovative manners to engage and transform the workforce.

## 8. Stakeholders/Audience

The company's target audience is Chief Executive officers, Chief Human Resource Officers, Chief Strategy Officers, Chief Information Officers (CIO), Chief Transformation Officers or Digital Transformation specialists, Senior Level HR people, Project and Change Managers, Organisational Development (OD) and Learning & Development (L&D) professionals along with other C-Suite staff.

## 9. Scope & Guidelines

### 9.1 Scope

The scope of this project is to Redesign and develop the afrissance.com web site. Most of the content on the existing afrissance.org web site will be retained. Most of the graphical content will be discarded.

A firm that can handle all site planning, interface design and production is required. The site must include technological capabilities that allow in-house staff to easily and cost effectively update content and modify site design after the initial launch.

### 9.2 Discovery:

Confirm audiences, objectives, graphic look and feel, navigation, site marketing, technology issues and assumptions, required functionality, phasing, and budgetary constraints, resulting in a creative brief provided as part of Phase I.

### 9.3 Development Guidelines:

The web site designed by the successful candidate must meet the following criteria:

- Create a content management system that will permit the company staff to easily and quickly update web site content on specific pages.
- Integrate existing afrissance.com content to new web site.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- An electronic commerce plus a digital framework that allows retail prospects convert to customers at minimal cost of acquisition.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits the company to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected company staff person.
- Common Theme – Each section of the site should have a common look and feel. The company's logo should be prominently displayed on every page as a common header. The [Company mission & vision statement will also be displayed where necessary
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.

- Make the site easily navigable and intuitive to new users with no more than three levels of "drill down" for the user to find the desired information.
- Provide necessary software and licenses to maintain site internally. Automate alert updates and integrate with Constant Contact's email marketing tools.
- Integration of customer relationship management (CRM) system to allow for integrated tracking of customer interactions with the company.
- Automated Job posting feature.
- Full Integrated and effective links with all established corporate social media channels.
- Design to maximize search engine optimization.
- Availability of online forum and customer chat tools for more dynamic interaction with prospects.
- Secure access from remote sites.
- Project Management – An assigned project manager will be made available to present information and coordinate with the company's staff, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by the company, the web site design and all of its contents, software and architecture become property of the company.
- Add a contact page for direct inquiries or comments that includes the senders email address.

### 9.4 Site Specifications:
Your proposal must account for all of these requirements.
- Site must be compatible with all current browsers.
- Web site must not require plug-ins as a default.
- Site must be mobile friendly.
- Site must be built in accordance to the Web Content Accessibility Guidelines (WCAG) 2.0, provided by the W3C and should also be easily accessible to the novice as well as the experienced Internet user.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 5-6 seconds or less on the average connection.
- The completed web site, web design, software and architecture become the property of the company once completed and accepted.

### 9.5 Testing:
Test site on all applicable platforms (Macs, PC, mobile platforms, etc.) to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

### 9.6 Delivery:
Delivery, uploading of site to an outside third party host, and launch.

### 9.7 Tracking:
Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behaviour and improve web site performance and availability.
- Web traffic analysis
- Path analysis

- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

## 10. Available Technology Resources / Integration Issues

- We will discard much of our existing web content. New content will be identified through interviews and user focus groups.
- There are no existing databases that will need to be imported or connected to the new site.
- We do not have existing e-Commerce systems, web forums or other tools that the new site should be connected to.

## 11. Developer Staff Resources

Project Lead: Responsible for sign-off on key decisions, providing project steering, oversees entire contract. – **Deji Ishmael**

Project Manager: Responsible for keeping the project on schedule and within the budget. Maintains communication between the company and the project team. – **Ikeri Enyinna**

Other team members include:
Project Champion: **Jane Awodu**
Content Manager: **Ayodele Olaniyi**

## 12. Qualifications

- List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for non-profit and/or community-focused projects.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Explain your business model.

- Please discuss any hardware/software vendor partnerships.
- Please explain your service level agreement (SLA) structure.
- Discuss any potential conflicts of interest in relation to the subject matter for this web site.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Explain testing and support plan.

## 13. Evaluation Criteria

Your proposal must be received no later than **December 12, 2018 before 2:00pm**. Your proposal must include a cost proposal as described above. All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

The bid should be sent free of all charges, F.O.B. Destination, to:

Attention: Ayodele Olaniyi.
Afrissance Limited,
12, Landbridge Avenue, Oniru,
Victoria Island, Lagos, Nigeria
T: +234 (0) 1280 9345,
Or via email: ayodele.olaniyi@afrissance.com

Questions regarding this RFP may be addressed to the attention of the person listed above. All questions and answers will be shared with all interested parties to this RFP.

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Ability to stay within timeline - the candidate has the appropriate staff and exhibits the ability to develop the site in the time frame needed.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

## 14. Format for Proposals

Please use the following as a guideline to format your proposal:

**Length and Font Size:**

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 20 pages.

**Title Page:**

Afrissance Limited, Web Site Development Proposal, your company name, address, web site address, telephone number, e-mail address and primary contact person.

**Cover Letter:**

Signed by person or persons authorized to sign on behalf of the company.

**Proposal:**

Discuss your proposed solution, including the features, benefits and uniqueness of your solution as delineated in the Scope and Guidelines and timeline sections.

**Qualifications:**

Provide the information requested in Section 12.

**Budget:**

List budgets as requested above.