



Our Ref. : TNG2300038

*(please quote our ref.  
in all correspondence)*

Date: 28-Sep-2023

Dear Sirs,

**Amendment Notification (Addendum1)**

Re: Quotation / Tender Ref.: TNG2300038  
HKUST University Homepage Website Revamp

This is to inform you that amendment(s) has / have been made to the captioned invitation which to be closed on 10-Oct-2023.

☐ Revised Specification

☐ Addendum to be added

☐ Closing date deferred to \_\_\_\_\_

☒ **Others: Additional Information- Tender Briefing PPT**

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Please submit your offer according to the latest requirement via HKUST e-Tendering System. Should you require further information, please contact Johnny P H CHAN at (852)23587939.

Michael K M CHENG

Director of Purchasing



# Website Revamp Tender Briefing

Date: 7 Sep 2023

# Background

- HKUST is seeking a capable website developer to revamp the HKUST homepage (hkust.edu.hk) **to optimize user experience, achieve SEO goals, and showcase our various strengths and initiatives in education, research, innovation, entrepreneurship, diversity, global connections, and more.**
- The aim of the project is to create a website that **reflects our identity as an international research institution** and acts as an interface between the University, its stakeholders, and the world.



# Target Audiences

- **Internal audiences:**
  - Council members, senior administrators (President, Vice Presidents and Provost), current students, alumni, potential donors, parents with son or daughter studying in HKUST, faculty, and staff
- **External audiences:**
  - Local community
    - Universities or higher educational institutions that are relevant to HKUST, principals and teachers of secondary schools, parents, government officials, business officials, hiring companies, community leaders, potential donors, prospective students (including overseas university students) and media.
  - Overseas and mainland community
    - Presidents of international and mainland universities, collaborative institutions or organizations, universities or academic ranking agencies; regional and mainland media



# Objectives

- i. **Increase website traffic:** The revamped homepage should be designed to attract and retain visitors, leading to an increase in website traffic.
- ii. **Improve user experience:** Enhance the user experience by providing easy navigation, quick loading times, and engaging content on the homepage.
- iii. **Highlight university achievements:** Showcase the university's achievements, including research breakthroughs, awards, employability, international rankings, and other notable accomplishments.
- iv. **Emphasize efforts to sustainable development:** Highlight the university's commitment to sustainability and its efforts in promoting the [United Nation's 17 Sustainable Development Goals \(SDGs\)](#)



# Objectives

- v. **Foster community engagement:** Encourage community engagement by providing opportunities for feedback, social media integration, and other interactive features on the homepage.
- vi. **Improve accessibility:** Ensure that the homepage is accessible to all users, including those with disabilities, by following best practices for accessibility.
- vii. **Enhance mobile optimization:** Optimize the homepage for mobile devices to ensure that it is easily accessible and usable on smaller screens.
- viii. **Promote internationalization:** Highlight the university's commitment to internationalization, its global network with reputable institutions, and its efforts to foster a diverse and inclusive community.

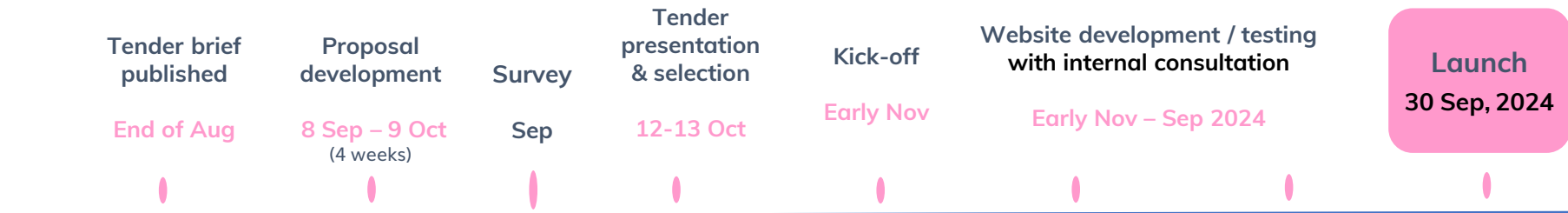


# Objectives

- ix. **Showcase university members' success:** Showcase the achievements and success stories of students, alumni, and faculty to inspire and motivate visitors.
- x. **Provide clear calls for action:** Provide clear calls for action on the homepage to encourage visitors to explore further, such as applying to the university, registering for events, or donating.
- xi. **Optimize for search engines:** Ensure that the revamped homepage is optimized for major search engines (e.g. Google and Baidu) by following best practices for on-page SEO, such as including relevant keywords, meta tags, and structured data markup.
- xii. **Content automation:** Leverage on existing data source for website contents to minimize manual updates by admin users.



# Project Timeline



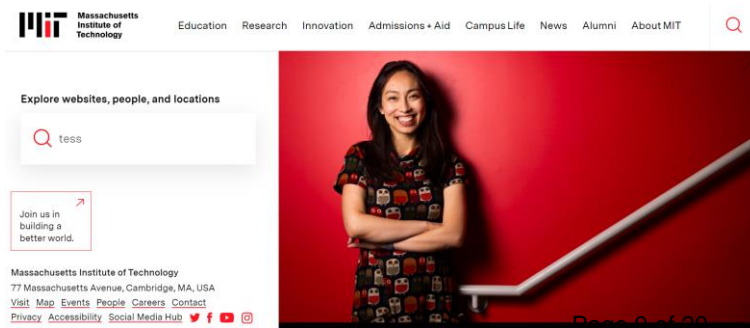
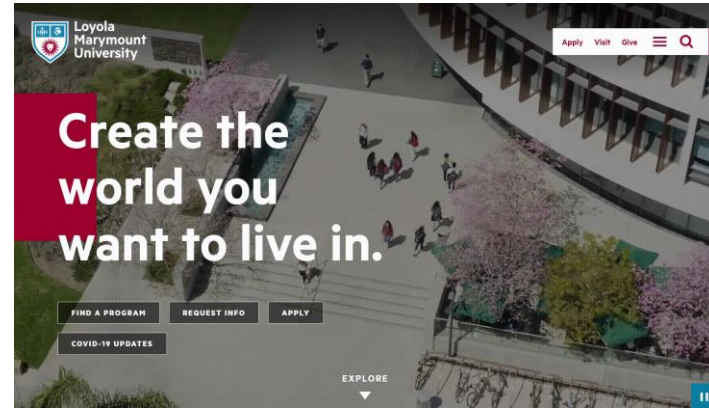
Date	Item
7 / 8 Sep 2023	Briefing session
10 Oct 2023 by 3pm	Deadline for proposal submissions
12 / 13 Oct 2023	Presentation from shortlisted tenderers
1 Nov 2023	Appointment of selected vendor/Project commencement
30 Sep 2024	Project commencement





# Design Style

Revamp HKUST's website with a **modern, dynamic, and user-friendly** design that aligns with the University's brand guidelines. The design should feature **clean lines, bold typography, and bright colors**. The style should convey a **sense of innovation and forward-thinking**.



# Scope of work

- The revamped website must be responsive and cover main pages up to the third-level hierarchy
- Need to include market insights and competitive analysis
- Create design blocks/ templates that align with the proposed website design, incorporating the University's branding
- Develop a new information architecture to enhance website usability and accessibility
- Content integration
- Vital features and elements - Showcase HKUST's strengths in the first-tier navigation

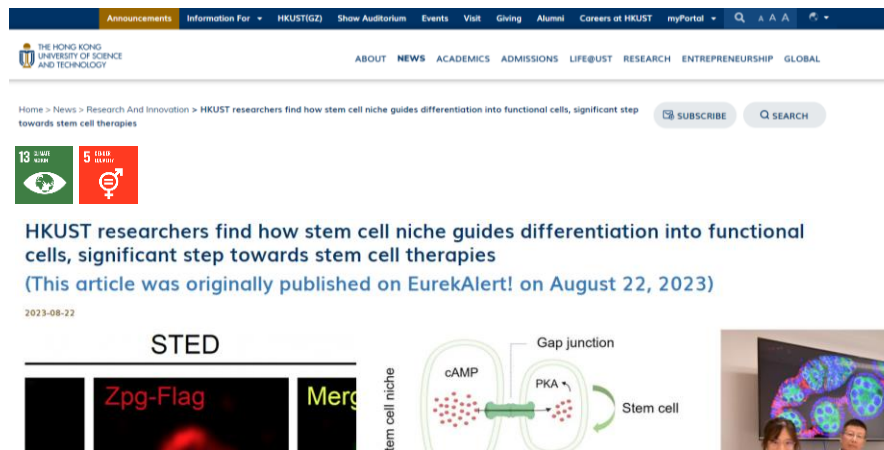
\*For details please refer to the tender brief



# Content Enhancement

## 1. Showcase HKUST's strengths at the first-tier navigation:

Research areas and strengths	Faculty profile, research facilities, research breakthrough, research focus
Global Partnerships	Interactive map, testimonials, CMS to update latest events/news
Innovation and entrepreneurship	Testimonials, success stories, events etc.
<b>Sustainability</b>	<b>Our research breakthroughs echoing the 17 UN SDGs</b>
Diversity	Our efforts, events, resources related



# Content Enhancement

2. Develop Homepage with **featured navigations**, **other highlights**, **main navigation** and **secondary navigation** for building awareness of key content and easy location of information

## Homepage

### 1) Featured Navigation

- News
- Research areas & strength
- Global partnerships
- Innovation & Entrepreneurship
- Sustainability
- Diversity

### 2) Other highlights

1. Events
2. Rankings
3. Awards
4. Facts & Figures (international, diversity, entrepreneurship, partnerships...)

### Main Navigation

1. About HKUST
2. Academics
3. Admissions
4. Campus Life
5. Teaching & Learning

### Secondary Navigation

- Information for: Students, Faculty & Staff, Alumni, Visitors, Media
- Quick Links: e.g. Library, Careers at HKUST, Scholarship, Exchange, My portal, Giving
- Announcement
- HKUST(GZ)
- Shaw Auditorium



## Browsing Enhancement

1. Homepage in video or carousel images
2. User-friendly search:
  - quick links
  - in-website search: by category and featured to pics
  - google search
3. Drop-down menu
4. Add UN SDG Tagging for news, stories and events
5. Interlinkage between subpages
6. Audience-specific navigation
7. 3 language versions

## Technical Enhancement

1. API integration:
  - Event Calendar
  - Centralized News Database
  - Centralized Award Database
  - Centralized Multimedia Database
  - **Internal research information platform** e.g. Faculty Profile
  - Social media
2. Mobile optimization & accessibility
3. SEO infrastructure



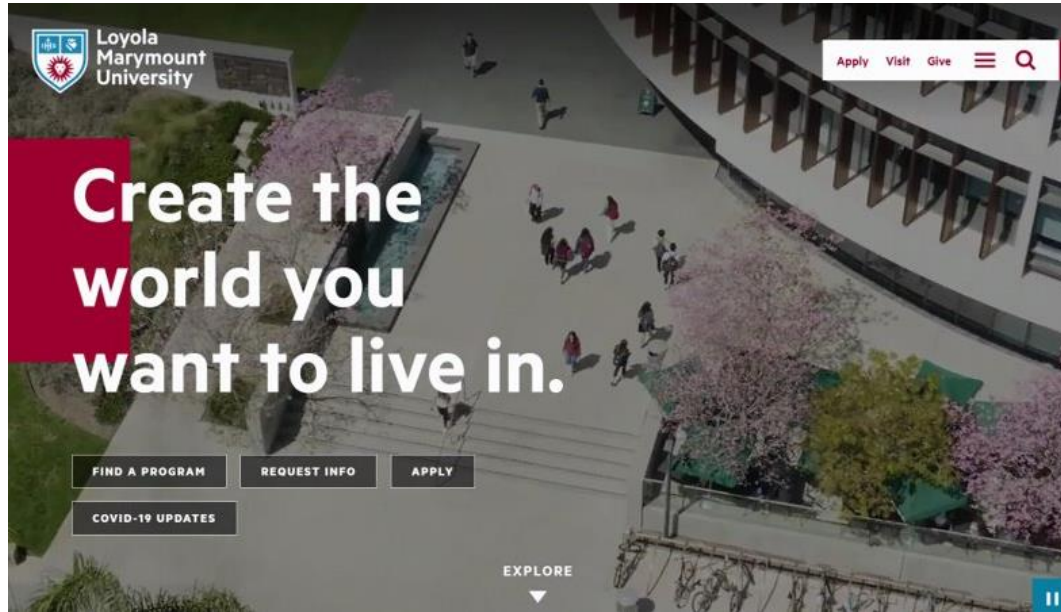
# Special Pages

CMS and special pages design layout are required for the following pages:

1. **Homepage**
  - Allow flexible content display with support of CMS and **banner carousel** feature. Could embed short clips on the front page without affecting the loading time.
2. Milestone
3. Organization chart/Leadership
4. **Rankings**
5. **Research**
6. **Global partnerships**
7. Innovation and Entrepreneurship
8. **Sustainability**
9. Diversity
10. Awards
11. **News and People Stories**
  - Allow flexible content display and prioritized, and feature topics using tags.
12. HKUST In the Media
13. Directories



# Design References



<https://www.lmu.edu/>

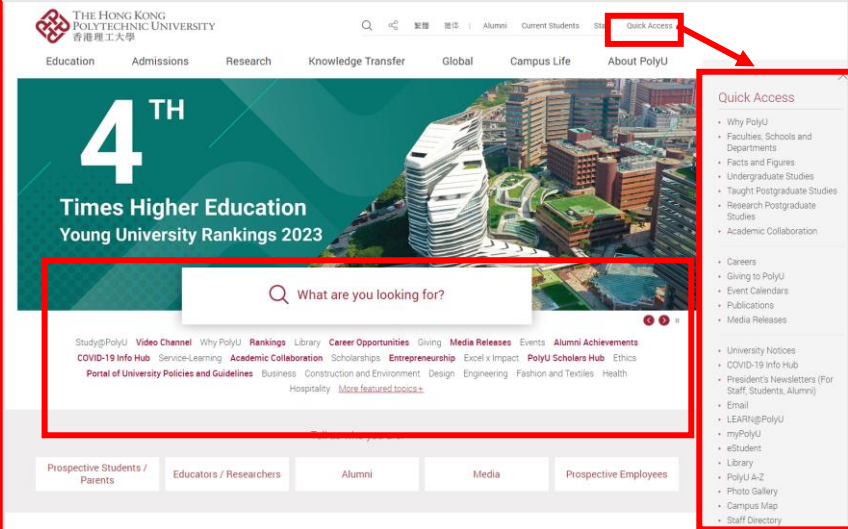
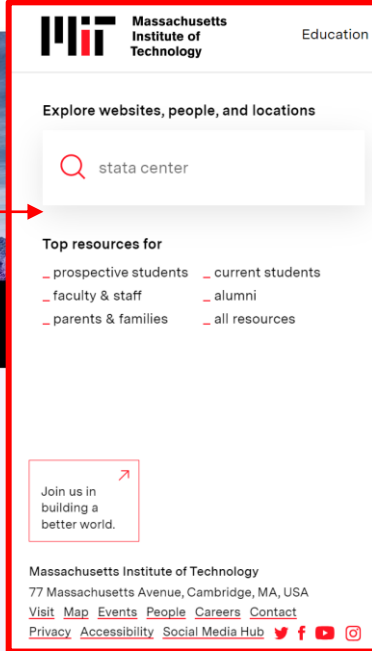
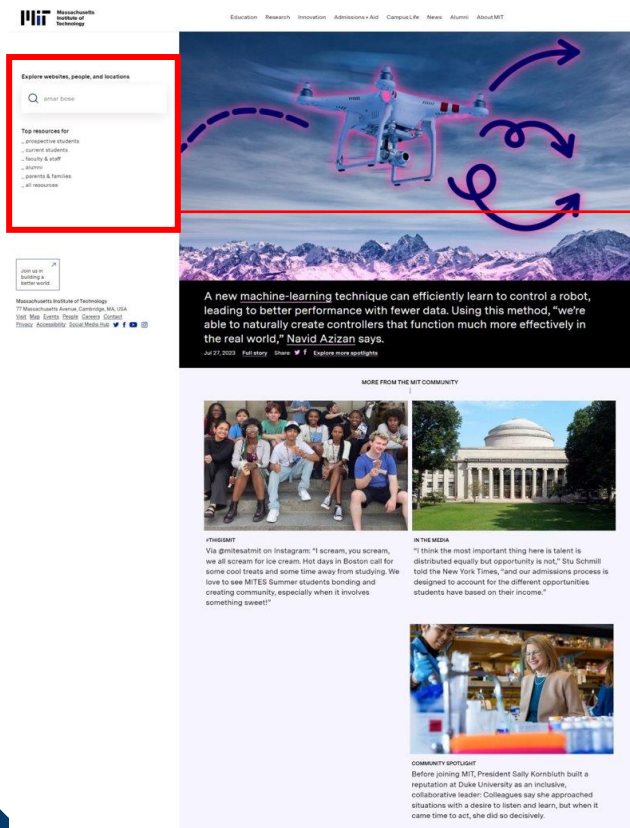
## Homepage

- Main navigation placed at prominent area, with video embedded to enhance the visual impact.
- Secondary navigation is placed at the top and the navigation bar will be frozen upon scrolling down the page.
- Easy-to-read layout arrangement with attractive images



# Design References

Our Ref.: TNG2300038 Closing Date: 10-Oct-2023



## Homepage

- Prominent search bar
- Keywords & tags
- Drop-down menu





# Design References


Information for ^

THE HONG KONG UNIVERSITY OF SCIENCE AND TECHNOLOGY | SCHOOL OF ENGINEERING

ACADEMICS FACULTY & RESEARCH NEWS & MEDIA ABOUT SENG Q

1980s 1990s 2000s 2010s 2020s

## 1988




### Preparing the Ground for HKUST

The HKUST Planning Committee was formed in 1986, with one of its major tasks to oversee the building of the campus for the new university. The site chosen was Tai Po Tsai in Clear Water Bay. In 1988, construction matters were taken up by the University Council's Campus Project Management Committee. Site preparation work started in 1988. Phase I was completed in 1991 and Phase II in 1993.

[VIEW MORE](#)

## 1991



• 1980s  
• 1990s  
• 2000s  
• 2010s  
• 2020s

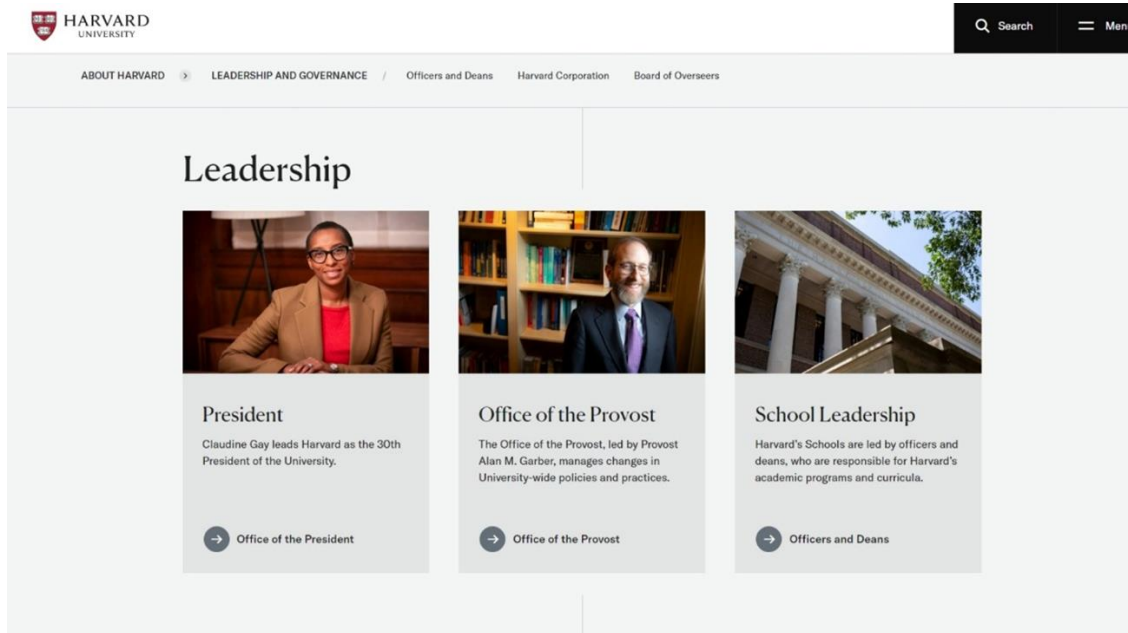
<https://seng.hkust.edu.hk/about/milestones>

## Milestone

- To showcase important events, achievements, rankings etc.



# Design References



<https://www.harvard.edu/about/leadership-and-governance/>

## Organization Chart

- Clear display of names and titles



# Design References



## Rankings, Awards

- Allow flexible content display and prioritized, and feature topics using tags



# Design references



[Harvard Gazette – Official news from Harvard University covering innovation in teaching, learning, and research](#)

## News, People Stories

- Allow flexible content display and prioritized, and feature topics using tags



# Brand & Website Guideline

- Highly recommend vendor to explore more on existing Brand Guideline and Website Guideline.
- Brand Guideline: [HKUST Brand guideline.pdf](#)
- Website Guideline: [HKUST website guideline.pdf](#)



# Deliverables

- Database structure specifications/documentation
- Content migration (migrate existing database to new system/database)
- A user-friendly manual
- A fully functioning website
- A fully functioning administration control panel
- A training session upon delivery of the project
- A presentation session to stakeholders
- A finalized site structure map
- A frame with header and footer for Schools and specified Departments/Offices to wrap into their websites.



# Technical proposal

- 2 Responsive design templates with rationales for at least 3 of the special pages such as homepage, news, research (i.e. 2 designs for each page)
- Relevant case studies of similar projects and/ or the most representative websites that best demonstrate your company's capability in website responsive design.
- Hardware specifications
- Functional specifications
- Programming language used
- Sole tender/partnership statement
- A detailed action plan and deadline indication
- Appendix:
  - A project timeline
  - A company overview
  - Credential introduction
  - Project team and relevant experiences on responsive website, Drupal, and projects with HKUST if any.



# Fee proposal

- A fully itemized breakdown of the cost of delivery, the detailed budget proposal of each component (e.g. personalized content), as well as any other chargeable costs. This should be an all-in cost estimation without out-of-pocket expenses.
- List out the hourly rate for ad-hoc modification on a particular page that is not covered by a free warranty (for example: modify layout or add a new function).
- Annual maintenance fee after the free maintenance period. (Based on a 5-year estimation, the services will include, but are not limited to, patch updates, SSL updates, plugin updates, regular backups, cache server configuration, firewall management, cybersecurity measures, and addressing concerns related to DDoS attacks.)
- Copywriting (please provide a separate quote)
- Virtual tour plug-in (please provide a separate quote) (HKUST App > CampusVR > Photo 360 View)





# Project Management

- The vendor should take up a leading role for this project and be responsible for the management of project activities.
- Including but not limited to monthly status meetings, ad hoc meetings on project progress as when deemed necessary, user training, liaising/ presentation to various management groups and other vendors involved in the revamp project (if any).
- The vendor should ensure smooth execution and deployment for the launch of the revamped websites.



# Selecting Criteria

The contract will be awarded to the most technically accommodating tender, yet at a reasonable price, evaluated against the following criteria:

- Price breakdown of each core component and overall value for money
- Technical capabilities
- Dedicated resources and account management
- Design creativity on layout
- Site structure design (including but not limited to navigation) for user friendliness



# Contact Info

## Contact

Ms. Liz Chau (Tel. no. 3469 2267/ email to [lizchau@ust.hk](mailto:lizchau@ust.hk))

Ms. Teresa Tsang (Tel. No. 2358 8581 / email to [teresatsang@ust.hk](mailto:teresatsang@ust.hk))

Ms. Edith Tsang (Tel. no. 3469 2440/ email to [edithtsang@ust.hk](mailto:edithtsang@ust.hk))

Ms. Sherry Yeung (Tel. no. 2358 5967/ email to [sherryyeung@ust.hk](mailto:sherryyeung@ust.hk))

## Design

Ms. Gareth Lai (Tel. no. 2358 5002/ email to [garethlai@ust.hk](mailto:garethlai@ust.hk))

## Technical

Mr. Patrick Lam (Tel. no. 2358 6309/ email to [patricklam@ust.hk](mailto:patricklam@ust.hk))

## Tender process

Mr. Johnny Chan (Tel. no. 2358 7939/ email to [pujohnny@ust.hk](mailto:pujohnny@ust.hk))



# Q & A from vendors

## Question 1

Q: Regarding the design reference for the homepage, it states that vendors should provide video suggestions. Please advise whether the vendors are responsible for providing or producing the video.

A: HKUST would be responsible for providing both the videos and the photos for the website.

## Question 2

Q: Is the website font to be used specified in the brand guideline?

A: To help ensure that all our visual communications are consistent, the University selects Muli as the official font type in content text.

## Question 3

Q: Please provide more information about the virtual tour plug-in.

A: Please refer to slide no. 23 for details.





# Thank you!