



INDIANA UNIVERSITY

PURCHASING DEPARTMENT

Request for Proposal #RFP-TEC-1269-2023

Purpose

Indiana University (IU) is requesting proposals from firms interested in providing web design services as specified herein. The intent of this Request for Proposal (RFP) and the ensuing process is to provide companies with the information, requirements, and specifications necessary for the preparation of a professional and comprehensive proposal. Specific terms and conditions are outlined.

Background

IU Online is a leading online education platform that offers various courses and degree programs worldwide. Since most of our students won't physically visit a campus, our website plays a crucial role in shaping their impression of IU from start to finish.

Currently, our website focuses on specific actions like generating inquiries and applications, but it lacks a comprehensive design to cater to the needs of new and existing students. We aim to create an attractive and user-friendly website that delivers a seamless experience, ultimately boosting enrollment rates.

This site will serve as the primary interactive platform for prospective and current students, ensuring ongoing engagement.

Selection of the successful company (Supplier) will be based upon a variety of factors such as:

- Price
- Ability to Meet Statement of Needs (Scope of Work)
- Ability to Meet Compliance Requirements
- Acceptance of Terms & Conditions

This criteria have been listed in order of importance.

As used within this RFP, "Participant" shall refer to those companies receiving and responding to this RFP. "Supplier" shall refer to the successful Participant of the process. "University" shall refer to Indiana University.

Schedule of Events

Request for Proposal issued: 6/5/2023

Q&A submission close date: 6/15/23 at 5PM EST

Proposals due by: 6/19/23 at 5PM EST

Selection of Supplier on or about: 6/23/23

Implementation of services, on or before: 6/30/23

All questions and inquiries regarding this document should be submitted via the JAGGAER Supplier Portal. If you experience issues you may directly contact Purchasing Contract Manager, Maria Nguyen, at nguyenmt@iu.edu . EXCEPT FOR CASES AUTHORIZED IN WRITING BY Maria Nguyen, DURING THE DURATION OF THIS RFP PROCESS, THROUGH SELECTION AND NOTIFICATION, ANY COMMUNICATION BY PARTICIPANTS WITH INDIANA UNIVERSITY STAFF OTHER THAN Maria Nguyen MAY RESULT IN IMMEDIATE REJECTION OF THAT PARTICIPANT. Questions regarding this RFP should be submitted through the Q&A Board within the Supplier Portal. Questions asked after the deadline may not be answered.

Statement of Needs

Objectives

The primary objective of this project is to redesign and consolidate the student facing websites for IU Online (online.iu.edu and learningonline.iu.edu) with a strong focus on increasing conversions tied to new and current enrollments and student success in IU online courses and programs.

Scope of Work

Bullets 1-4 will be handled by an agency, while the remaining bullets will be handled by IU's in-house resources.

1. Discovery and research phase: Conduct an in-depth analysis of the current website, target audience, and competitor landscape to identify opportunities for improvement.
2. Strategy and planning: Develop a comprehensive website redesign strategy that aligns with IU Online's business objectives and considers user experience, information architecture, user journeys, key conversions, SEO, and website performance.
3. Creative and UI/UX design: Deliver accessible, high-quality, responsive, and visually appealing website designs that resonate with the target audience and encourage user interaction, [making use of Rivet, IU's design system](#).
4. Content creation: Develop relevant and engaging content that highlights the benefits and features of IU Online's courses and degree programs.
5. Development and implementation: IU's in-house teams will build the new website with a focus on usability, accessibility, and compatibility across various devices and browsers.
6. Testing and optimization: IU's in-house teams will conduct thorough QA testing to ensure the new website functions smoothly and achieves the desired objectives and will optimize the website for search engines to increase visibility and organic traffic.
7. Analytics and reporting: IU's in-house teams will implement web analytics tools to monitor user behavior and conversion rates and provide regular reports on website performance.

Aspects of this project will be handled both in-house and by the selected agency.

Below is a breakdown of the expected deliverables from each party.

From the Agency

1. A detailed project plan with timelines and milestones.

2. In-depth discovery and research documentation, including competitor analysis.
3. A comprehensive website redesign strategy.
4. High-quality UI/UX designs and prototypes.
5. Engaging content for the website.

From IU

1. A fully functional, responsive, accessible and optimized website.
2. Regular performance reports and ongoing optimization recommendations.

Proposal Responses:

The Participant's response to this proposal should include answers to the following series of questions. So that the RFP Team can easily follow the questions and responses, please assure that the question is stated immediately before the response. In addition to point-by-point responses, you may include descriptive literature if you make reference to specific contents. In reviewing the proposals, university personnel will not search through general literature. Where a question is asked, answer the question and supply any supportive detail. Any deviation from this format and sequence may result in the proposal being immediately rejected.

While responses should address all solicitation items, it is important to note that we also encourage and will consider any creative ideas for improvements or cost savings related to this transaction that may not be suggested in this document. Functional, technical, and economic solutions beyond the confines of this solicitation may also be considered.

The responses should address all solicitation items. However the University reserves the right to consider other ideas and solutions, or only a restricted subset of the configuration discussed in this document.

All optional arrangements should be described and priced separately.

All proposal responses must include:

1. The name, phone, fax number, and email address for the duly authorized agent submitting the proposal.
2. Full description of company, including experience, and qualifications.

3. Documentation of any intent to use another company(ies) or private individual(s) as a subcontractor(s) for any part or the whole of the services offered in response to this RFP. Indiana University reserves the right to approve or reject any subcontracting agent or to reject proposals based on the use of subcontracted work.
4. Copies of all documents that could become part of a final Agreement arising from this process. A legal review of the Participant's proposed Agreement terms will be part of the criteria in evaluating the Participant's offer.
5. Describe in detail your company's capability of providing the services required.
6. Describe in detail other products and/or services your company has provided in the past 3-5 years for an institution of higher education that has a traditional student population. If your company is unable to provide engagements specific to higher education, please advise and describe in detail similar engagements your company has executed for the same time period.
7. Describe your methodology for providing these services, how you organize your team and the IU team, and how you ensure you deliver a quality product that meets expectations.
8. Include all other things that would pertain to this type of product or service.
9. Describe how you would break down this project into specific tasks with a timeline and assigned costs as described in this RFP's Statement of Needs.

Costs

10. Provide base proposal for product and installation.
11. We encourage submitting vendors to be creative and flexible in offering pricing, financing, or other options. Indicate any other terms, discounts, conditions, opportunities, or arrangements that may be of value and interest to IU.

Accessibility

Please describe the measures your organization and personnel will take to ensure the following regarding accessibility.

Development

- 12.** How do you ensure that the web applications you develop meet the Web Content Accessibility Guidelines 2.0 Level AA? Please describe and provide supporting evidence of the process you follow.
- 13.** What percentage of your web development and QA testing team is focused on accessibility?

Testing & Issue Tracking

- 14.** What automated manual testing do you perform accessibility for people with impairments? Please describe your testing process in detail.
- 15.** Do you use a third-party accessibility evaluation company to verify your accessibility compliance? If so, are you willing to provide a copy of your most recent evaluation report?
- 16.** Which assistive technologies do you test with in order to evaluate access for people who are blind or visually impaired? Please describe and provide supporting evidence of your assistive technology testing process.

Vendor Internal Training

- 17.** Do your developers and project managers receive or engage in accessibility training on a regular basis? Please describe the extent of such accessibility trainings.