

From: Christine Fitzgerald, IS&T
Rich Murphy, IS&T
Emer Garland-Scott, Publishing Services Bureau
Subject: Request for Proposal
Project: MIT IS&T Website Redesign and Online Service Catalog
Date: January 14, 2011

The MIT Information Services and Technology Department (IS&T) is seeking to redesign our website, which is hosted at <http://ist.mit.edu> to be launched by July 1, 2011. If you are interested in responding to this RFP, please provide your written proposal by 9am EST on **January 28, 2011**.

About the Client



The Information Services and Technology (IS&T) department's primary role is to provide service to the MIT community through a central pool of information technology professionals and through collaboration with other IT groups and professionals across campus. The website is one of our primary communication tools and it is through the website, that IS&T provides a wealth of information to the MIT community. There are approximately 1,500 documents to be searched and found on this site providing product, service, self-help and contact information.

Project Summary

The IS&T Website Redesign and Service Catalog Project team would like to hire someone to redesign and develop templates for our website and service catalog in Drupal.

The purpose of the site is to help the MIT community understand, get, and use IS&T services. The website will also help to expand the IS&T brand that promotes MIT's commitment to excellence. IS&T is a service organization. Our website's look and feel should embody and directly reflect our mission of service provider and our vision of making IT easy for our customers and ourselves. It should support our vision of self-service. It should reflect the major themes of automation, mobility, simplification, de-customization, and removing pain points. The site's look and feel/design should focus on "What members of the MIT community want from IS&T." The site design should revolve around the service catalog.

Major features of the project include:

- Interactive wireframe for usability testing of proposed IA
- A site map
- MIT Google search
- improve navigability and visitor access to information
- better align navigation based on the Google analytics (see attached doc)
- Mobile device accessible (Android, iPhone, iPad) – mobile designs
- Revised IS&T site reflecting new navigation and features (detailed below)
- Site-wide header and footer with new navigation for lower level pages
- Color palette and site imagery
- Ability to incorporate video

- Development done using DRUPAL which is the core technology
- Creation of a number of different page types and elements (see attached list of current page types and elements as an example).
- Redesign of the current workflow and revision moderation functionality
- Improvement of administrative and authoring functionality

These RFP requirements are preliminary and will be finalized after initial meetings and input from the selected vendor. Please state your assumptions for page type (content type) counts in the proposal.

Objectives & Goals

For IS&T, successful outcomes of the site creation would be increasing self-service capabilities for the MIT community while presenting our department as "One IS&T". The website will also help to expand the IS&T brand that promotes MIT's commitment to excellence.

For site visitors, successful outcomes would be easy access to IS&T services through streamlined navigation, search capabilities, and clearer content.

Target Audience

The audience for the web site will be both internal and external.

- Internal: MIT computer users from novices to experts, including faculty, staff and students. Also included are specific constituencies, such as people with disabilities, technology support providers, developers, and web publishers.
- External: Colleagues from peer institutions and prospective staff and students.

Design

Concepts

IS&T is open to the design firms suggestions around designs that best promote and communicate our services.

The team has reviewed the look and feel of the following sites and highlighted interest and dislike where appropriate:

Brown University (<http://www.brown.edu/it/services/>)

Like: Efficient use of space on services page

Dislike: Space on home page not efficient; lots of waste with large images; site not pretty and don't like colors

University of Texas San Antonio (<http://www.utsa.edu/oit/>)

Like: Treatment of Alerts

Dislike: Large scrolling images that can't be stopped

Syracuse University (<http://its.syr.edu>)

Like: Prominent links to constituents on home page; quick links by constituent

Dislike: Service page layout is confusing; too much vertical scrolling on pages

Mississippi State (<http://www.its.msstate.edu>)

Like: limited number of categories in svc catalog

Dislike: redundant navigation through use of floating box on right side of page; super dated look and feel/ugly

Texas A&M (<http://IT.tamu.edu>)

Like: Treatment of constituencies; top search area; service page construction; On services page like IT Essentials box (should be at top) and feedback link

Dislike: Services spotlights lights on right – looks like ad boxes

Case Western (<http://www.case.edu/its/>)

Like: Like this site a lot; clean; like colors and images; 4 categories at top/boxes are clear and use direct language; navigation is good and consistent; like functionality of services drop downs (as long as accessible)
Dislike: Large department banner on IT home page could be smaller; grey color on services page looks a bit dated

University of Minnesota (<http://www.oit.umn.edu/index.php>)

Like: Services by constituents in top navigation (but not placement of – too small and almost overlooked); interesting alpha page for services
Dislike: Nothing specific

McGill <http://www.mcgill.ca/it>

Like: Nice services status; like layout at service level (ex. Email..Anti-Spam – includes info that moves us more toward self-service)
Dislike: too much info on right navigation; footer way too big and waste of real estate)

UC Santa Cruz http://its.ucsc.edu/service_catalog

Like: Prominent links to constituents on home page; quick links by constituent
Dislike: Service page layout is confusing; too much vertical scrolling on pages

MIT Medical <http://medweb.mit.edu/>

Like: Layout and use of space; colors are bright and inviting
Dislike: Number of clicks to get to something (in some cases)

Common Design Elements

CSS treatments of standard elements are preferable, and ease of maintenance is a priority. Please demonstrate in your design how the following content would be formatted on this site:

Text treatment

- Paragraph text
- H1 – H4
- List items
 - ~ Ordered
 - ~ Unordered
 - ~ Nested

Link treatment

- Main nav on/off/over states
- Subnav on/off/over states
- In content links
 - ~ Unvisited
 - ~ Visited
 - ~ Hover states
- Back to top links

Table treatment

- Alternating row colors
- Data table headings

Icons

- Off site link icons
- New window icons
- Link to file icons

- Images/Video
- Captions for image credits or complex graphics
 - Link for video transcripts and caption for description

Design, Development, and Implementation

This project should be managed as one project and the design firm should either be equipped to develop the templates or manage the developer and the project through implementation. All code shall be created according to MIT web standards. Please see "Compliance" below for further details.

The **design firm** will:

- Prepare a project schedule for both design and development and manage the project including delivery (schedule should include time for iterative accessibility, usability and code reviews at different points along the timeline.) The schedule should include time for reviews by MIT's DCAD team, ATIC and Usability Lab, and the Steering Committee.
- Present 2-3 design concepts for the web site (design must be submitted in JPEG format);
- Provide 2-3 rounds of revisions to the selected design;
- Develop a SERVICE CATALOG based design;
- Present final designs based on feedback from the client team;
- Develop DRUPAL Templates/Page Types based on the final design selected
- Create an interactive wireframe populated with content for usability testing of proposed information architecture
- Participate in MIT's usability and accessibility testing process and make revisions based on test feedback. Follow MIT's accessibility standards:
<http://web.mit.edu/atic/www/accessibility/guidelines.html>.
- Developed pages will be coded to work within published IS&T Browser/OS supported standards
- Refine code based on feedback from reviews
- Deliver a fully functional DRUPAL IS&T website
- Provide training assistance for new authoring environment
- Provide a complete style guide for the programmer to follow, and for any subsequent revisions made by the IS&T staff;
- Follow standards for the MIT identity, which include displaying the MIT letterforms on all pages;
- Assist in the implementation and deployment of the new website
- The project will be delivered NO LATER than June 30, 2011

Imagery

The current site uses an icon approach. This is an open item and it could stay or go depending on design direction. Images should include people to move the site toward a more customer service look and feel.

IS&T will provide some images or diagrams to support content in the web site. The designer should provide original illustration/graphics in support of the web site design. The designer may recommend additional images that may be purchased from a stock image source, or may suggest the use of other existing MIT images from the PSB slide library (website: <http://web.mit.edu/psb/resources/photographs.html>). The designer may be asked to provide art direction if new photography is requested by the client. Please provide an estimated cost for this service as a separate line item.

Deployment

Quality Assurance

The vendor will be responsible for testing the site on both the development and production servers.

Launch

The vendor will not be responsible for deploying the site on IS&T's server.

Training & Documentation

The vendor will provide up to 2 hours of instruction and on-site training of the site structure (directories, style sheets, assets) before it is launched.

Support

For a period of 30 days post launch, the selected vendor shall provide a code guarantee, development support for post-launch bug fixes, and phone support.

Maintenance

The client has sufficient technical skills in house to maintain this site. The selected vendor should build the site with the understanding that it will be maintained using Drupal.

The client has sufficient technical skills in house to support the application. The selected vendor should provide information on application support post launch.

Compliance

MIT, as an educational and non-profit organization, has a legal obligation to make web materials accessible as determined by the Federal Rehabilitation Act of 1973 Section 504 and 508 standards.

The selected vendor must reference the following design, semantic markup, usability, and accessibility requirements:

- MIT Usability Lab guide: <http://ist.mit.edu/services/consulting/usability>
- MIT ATIC Lab guide: <http://web.mit.edu/atic/www/accessibility/guidelines.html>
- MIT web reference guide: <http://ist.mit.edu/services/web/reference/guidelines/web>
- MIT code review checklist: http://ist.mit.edu/sites/default/files/site_images/services/web/code-review-checklist.pdf

Design Compliance

The designer will conduct sessions with the client to gather information on desired visual elements and develop designs based on these discussions.

The designer will be expected to use the Paciello Group Colour Contrast Analyzer (to test their designs before presenting the to <the client>.

<http://www.paciellogroup.com/resources/contrast-analyser.html>

Training on this tool can be provided if necessary. Designs must be tested with these tools meet the following accessibility standards:

- Color brightness threshold: 400/125
- Luminosity: 5:1
- Color blind: 4.5.1

Please note that these standards are different than the tool's score levels for accessibility requirements.

The website design must also include the MIT identity (<http://web.mit.edu/graphicidentity/logo/index.html>) and follow its guidelines for use.

Code Compliance

All code should comply with current W3C specifications for HTML and CSS (XHTML 1.1 transitional or strict and CSS 2.1) plus be well commented. The developer must deliver compliant code based on approved design, using CSS for presentation of content wherever possible. The site should pass both W3C validation and section 504 requirements and adhere to section 508 guidelines.

The site should adhere to MIT web guidelines across multiple platforms used by the public at MIT (UNIX, PC, Mac, and Mobile), and on all browsers supported for use at MIT (see <http://ist.mit.edu/services/software/browsers> for full list).

Pages should be viewable in other common browsers not supported by IS&T and some degradation is acceptable.

Compliance Reviews

Pages will be reviewed by MIT IS&T DCAD for semantic markup, the MIT Usability lab for interaction, and by the MIT ATIC lab for accessibility. Design files should be delivered in JPEG format; URLs should be provided for coded pages.

Pages to be reviewed should include the following:

- A page that displays all common design elements
- Pages with data tables (or what looks like it should be a data table)
- Pages with unique functions
- Pages with
 - o Forms
 - o Dropdowns
 - o Fly out menus
 - o Text entry fields
 - o Submit button
 - o Advanced search
 - o Etc
- Pages with multimedia
 - o Video
 - o Flash
 - o Heavy JavaScript
 - o Etc
- Pages with a login area

Roles

Project managers

Christine Fitzgerald and Rich Murphy will be the co-project managers for content, managing internal reviews, filtering feedback as well as advising on message and tone. The main contacts for the project are:

The client includes the core team and sponsors.

[Christine Fitzgerald](#), Manager for Communications in IS&T (co-Project Manager)

[Rich Murphy](#), Manager for Web Services, Systems Engineering in IS&T (co-Project Manager)

Alison Bell, Web Architect, Systems Engineering in IS&T

Nancy Gift, User Experience Designer, Systems Engineering in IS&T

Barbara Johnson, Project Manager, Customer Support in IS&T

Emer Garland-Scott, PSB Advisor

Barbara Goguen, Associate Director for Customer Support in IS&T (Sponsor)
Marilyn Smith, Head of IS&T (Sponsor)

Jeff Reed, IS&T DCAD Web Consultant (as a member of the IS&T Website Redesign and Service Catalog Steering Committee)
(617) 258-0278, email: jlreed@mit.edu

Copywriting

IS&T will create and revise all text necessary for the redesigned site/work with a copywriter to create content for the site.

Proofreading

IS&T will be responsible for proofreading and reviewing of all content to establish a consistent tone and to ensure correct grammar, spelling and web readability.

Proposal

Please provide a proposal for any part of the project that is applicable to your firm. You may also recommend team members for the portions of the bid not covered by your firm. Please itemize as follows to explain how your fees break out for each portion requested:

- Discovery
- Meetings/communication
- Design
- Development
- Deployment
- Reimbursable expenses (please include and itemized list)
- Stock photography (optional)
- Hourly rate for out of scope work

Please provide your proposal for this project by **9 AM EST, January 28, 2011** to emer@mit.edu, cavanna@mit.edu, and rsmurphy@mit.edu (Word attachments or PDF files are acceptable). Please provide estimates based on available information.

We realize the estimate might change if upon completion of the scope definition phase, the requested work has changed significantly. If hours beyond those projected in your proposal are required to complete the job, please alert the project team prior to beginning the work.

Additional Information

Tax-exempt number

E 042-103-594

Purchase Order

You will receive a purchase order in the mail, usually prior to productions. Please refer to the purchase order number on your invoices. Please notify Lisa Mayer prior to issuing the invoice if it exceeds the purchase order.

Copyright

The contractor agrees to assign to MIT all rights, title, and interest, including copyright, in all data, intellectual property, and copyrightable information developed by the contractor in performance of this project.

Other Reference Documents/Appendices

Appendix A: Google Analytics of current site

Appendix B: Crazy Egg confetti view heat map of IS&T Site

Appendix C: Current Site: Page Types, Elements, etc.
Appendix D: Summary of current site survey results
Detail Survey Results (attached in pdf)
Current IS&T Service Catalog (<http://ist.mit.edu/services>)

Online Documentation

Website Compliance Review Form

(MS Excel version) http://ist.mit.edu/sites/default/files/site_images/services/web/code-review-checklist.xls

(PDF version) http://ist.mit.edu/sites/default/files/site_images/services/web/code-review-checklist.pdf

Certificates only access:

<http://ist.mit.edu/services/web/reference/code/access-privileges-webmitedu>

Custom 404-error:

<http://ist.mit.edu/services/web/reference/code/theme-your-404-error-page>

Customizing MIT Google: <http://ist.mit.edu/services/web/reference/code/search>

Custom Events Calendar:

<http://ist.mit.edu/services/web/reference/code/theme-your-calendar>

MIT e-Commerce:

<http://web.mit.edu/chargemit/>

Web Reporting:

<http://web.mit.edu/ist/services/webpublishing/webreporting.html>

Thank you for your consideration of this project. Please contact me if you have any questions.

Sincerely,
Emer Garland-Scott
617.258.9368
emer@mit.edu

Appendix A: Google Analytics of current IS&T Site

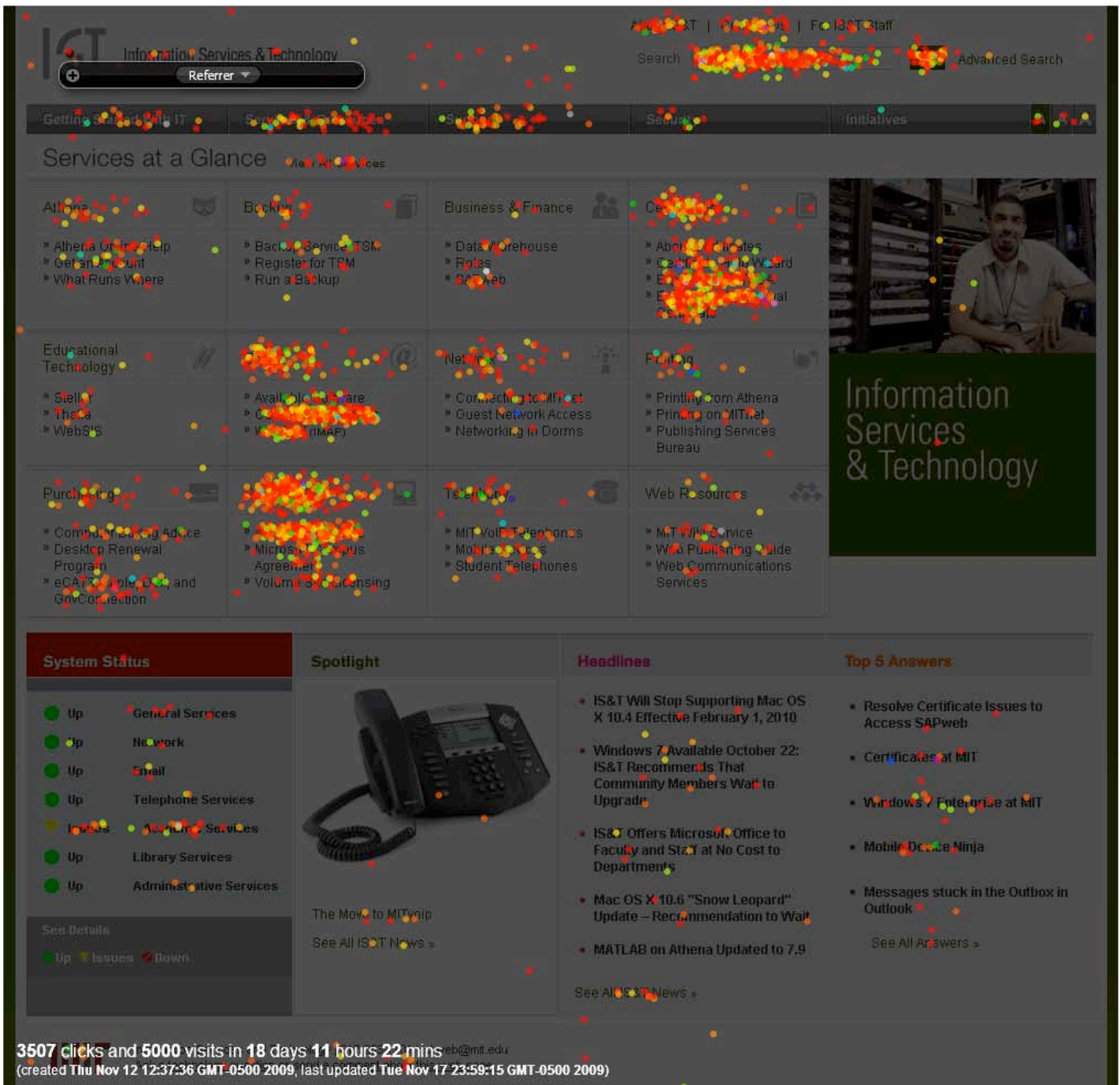
January 1, 2010 through June 30, 2010		
Page	Pageviews	Unique Pageviews
/services/	1275918	935308
/about/	81839	55478
/services	30317	20046
/support/	24140	16612
/security/	19405	15537
/getting_started	17512	13357
/start/	16129	11426
/support	15936	12269
/news/	12462	10239
/getting_started/	12363	9158

NOTE: Urls with the "/" at the end indicate that the hits were on all pages that include that url.
 Note: Urls without the "/" at the end are the actual Service page with that exact url.

Page	Pageviews	Unique Pageviews
/services/	1275905	935303
/software/	526414	389411
/certificates	97657	57858
/email/	94509	69586
/certificates/	93530	74629
/telephony/	64975	49574
/software	46375	35169
/email	44751	31642
/network/	37904	28788
/hardware/	32770	23307
/web/	32270	23812
/athena/	24604	19576
/consulting/	20133	15176
/backup/	17026	11161
/calendar/	16039	12318
/business/	15443	10252
/servers/	10272	8527
/athena	9404	6687
/mobile/	9090	7733
/training/	8716	5950
/cable/	8205	6599
/printing/	8108	6586
/os/	7828	6180
/network	5302	3230
/printing	4971	3329

/training	4927	3506
/cable	4580	3511
/mobile	3821	2507
/backup	3299	2131
/purchasing	3177	2163
/telephony	2902	2192
/conferencing/	2703	2037
/os	2507	1821
/hardware	2476	1670
/web	1986	1377
/pricelists/	1726	1207
/edtech	1144	831
/servers	1123	777
/business	1039	858
/calendar	943	721
/conferencing	716	539
/consulting	441	323
/pricelists	65	22
/webresources/	19	18
/server/	15	12

Appendix B: Current Site Crazy Egg confetti view



Appendix C: Current Site: Page Types, Elements, etc.

The following "types" of pages are used on the IS&T website (this is not the same as formal "content types" in Drupal - content types are similar to page templates that have unique structure and function):

- [Home page](#)
- [Services and Resources page](#)
- Topic/Service pages ([example](#))
- Top-level pages (like [Security](#) or [Getting Started](#))
- Basic pages ([example](#)) - *Note: this is the majority of the site*
- [Software download grid](#)
- Software version page ([example](#))
- Subsite pages ([example](#))
- Wizard pages ([example](#))
- Forms ([example](#))
- News home page
- News article
- News multimedia page
- News category page

Page elements

- Header
- Footer
- Logo
- Tables
- Divs for formatting
- A variety of headings
- Buttons
- Graphics/Icons
- System status
- Breadcrumbs
- Information blocks
- Related links blocks
- Search Hermes fields
- Icons to indicate leaving the site (only Hermes currently, need a consistent icon for other links)

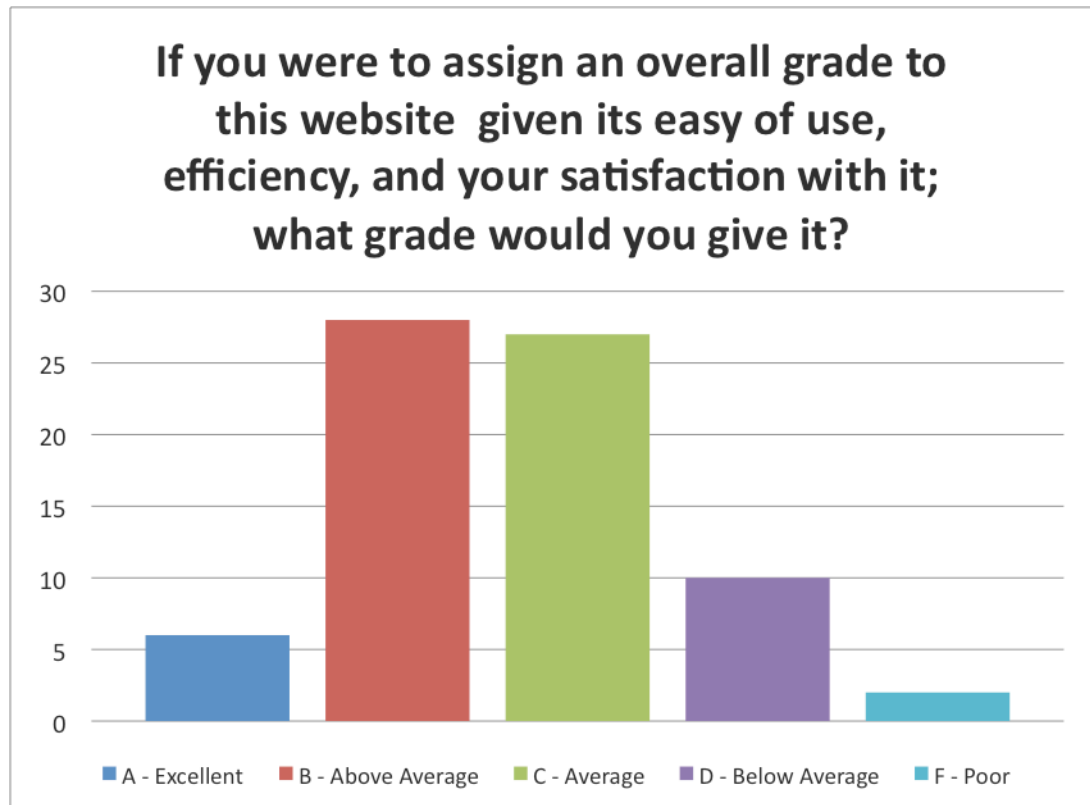
Drupal Content Types:

- HTML Center
- IST Basic Page
- IST Home Page
- IST Sub-site
- IST Top Level Page
- News Page
- Services and Resources Page
- Software Version Page
- Topic Page
- Webform

Appendix D: Summary of current site survey results

If you were to assign an overall grade to this website given its ease of use, efficiency, and your satisfaction with it; what grade would you give it?

Answer Options	A - Excellent	B - Above Average	C - Average	D - Below Average	F - Poor	Rating Average	Response Count
Letter grade	6	28	27	10	2	2.64	73
answered question						73	73
skipped question						47	47



Select the 5 words that best describe the IS&T home page.

