FORE School Of Management

Ref No.: FSM/CC/RFP/Website/2017-18/04

Subject: RFP for Website Revamp & Support Services

FORE School of Management (FSM), one of the premier Business Schools in India is seeking to update its website to enhance the user experience, simplify content management, and provide better information and customer service to its community, while meeting high standards for design quality and visual appeal.

Proponents are encouraged to visit the current website and sub-sites (www.fsm.ac.in; http://www.fsm.ac.in/alumni/) gain familiarity with the community in order to prepare a response to the RFP.

Interested vendors are requested to submit their proposal in a closed envelope mentioning "Quotation for Website Redesign & Support Services".

Tender Issue Date: 02-February-2018
Tender Closing Date: 12- February -2018

Issued by:

Manager (Systems)

FORE School of Management
B-18, Qutab Institutional Area,
New Delhi – 110016

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Current Website

Our current website at www.fsm.ac.in is about 14 years old and does not serve us well anymore:

i. The design is outdated and the navigation is clunky;

ii. The structure is not intuitive, with too many sub-menus and important pages buried under layers hierarchy;

iii. Many documents feature on several pages in a confusing way. Cross-referencing should have a clear and easy-to-understand logic;

iv. The site does not make it immediately clear what we are known for and it is not possible to view multiple announcements at once;

v. The search engine is not available/adequate.

vi. Overall, the site lacks clear ways for our visitors to find what they want and engage with our research even staff sometimes have a hard time finding things on the website. Revisions have happened in a piecemeal way, and over time the back end has grown increasingly disorganized. We need a website that is easier to navigate for users and easier to manage for contributors.

Our Audiences

We have four primary audiences: (1) Government bodies (AICTE, NBA etc.); (2) Academic peer institutions and scholars; (3) Academics (students, teachers, college professors, researchers); (4) Corporates. One of the biggest challenges in redesigning our website is to ensure that it speaks to each of these audiences, without alienating the others.

We are aware that these different audiences have different needs, and that different esthetics may be more suitable to one audience or another. One strategy would be to work with a 'neutral' home page from which people enter various sections of the website that have a layout that is more appealing to them. Currently our website does not reflect the needs and – stylistic – preferences of these various audiences well: the website is not scholarly enough for academic audiences, while not having enough of a hands-on feel for practitioners. We need a lay out that does not just mix elements appealing to the various audiences, but that, instead, intelligently guides users to where they need to be – with those pages reflecting their priorities and stylistic preferences. We want to ensure that the new website provides an interface that allows users from very different "audiences" (with potentially very different

perspectives, interests and needs) to experience or navigate the Website in different, tailored ways, which enable users with different profiles to readily access the types of information that interest them most.

New Website Objectives

We seek to create a flexible, informative user-friendly website that is easy to maintain. We must develop a friendly site that can deliver large amounts of constantly changing information to our key audiences.

1. Design should be lighter, more visually stimulating and more inviting to navigate
   i.   More images, less text heavy, more visually pleasing, common theme;
   ii.   Homepage consisting of slideshow boxes: events, what's new, announcement, awards, etc.;
   iii. Top bar should show all the different things we engage in, without people having to click and look at a drop-down menu.
   iv.   'About FSM', Academic Programs, Admissions, etc should all have same weight.
   v.   Eliminate redundant sub-menus (if any);
   vi.   Eliminate list format for listing events and announcements: we need to be able to prominently promote multiple things simultaneously;
   vii. Intuitive navigation, concise messaging, compelling visuals;
   viii. Social media integration (share buttons, follow buttons, etc.);
   ix.   Project gravitas and innovation at the same time. e.g. https://law.stanford.edu/

2. User interface should present comprehensive information in a readily accessible, searchable format
   i.   Good content management system;
   ii.   All applicable content should be imported from current site. Loss of data would be a major problem, since the website is currently our live information center.
   iii. Advanced search function (site-wide);
   iv.   Showcase new contents while also having a user-friendly archive of older contents;
   v.   Information uploaded on one part of the website should be available and cross-referenced in multiple locations;
   vi.   Also information about speaks (Placement, Alumni, Students, Faculty) should be more visible (not just a list view, but a more appealing lay out, since events are often what draws people to our website.
   vii. The news and events section should also have a search function that allows searches by date, topic, etc.

viii. Printer Friendly Layout
 ix. Schema Implementation
  x. Lazy Loading

3. Content management should facilitate frequent updates of events and cross-postings

  i. Information uploaded on one part of the website should be available and cross-references in multiple locations (if any);
 ii. New web-based tools to deliver timely and relevant answers to audiences' questions;

4. Homepage should generate more traffic, better reaching our audiences

  i. Draw people attention to the website;
 ii. Encourage users to stay longer on website and browse more.
iii. Encourage them to share what they have found on social media.
 iv. Ensure that audiences come back on regularly basis.
  v. Optimized with SEO best practices;

5. Website must be safe and secure using HTTPS and a hardened CMS.

6. Website should work well on mobile devices and tablets using best practices of responsive design

Development Guidelines:

  i. An assigned project manager will be made available to present information and coordinate with FORE staff, including a reasonable number of meetings to present design and development solutions.
 ii. Once the web site has been completed and accepted by the FORE, the web site design and all of its contents, software and architecture become property of the FORE.
iii. Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process.
 iv. Delivery of site for internal hosting.
  v. Provide training and all necessary support to permit easy use by a selected FORE staff person. Info on web traffic analysis, Path analysis, Visitor trends, Page views, Entry pages, Top pages, Exit pages, Page – length of stay, browsers and platforms.

Pricing details

List pricing for:

Phase I: Discovery, Requirements Planning & Site Definition

Phase II: Website Development, Testing and Deployment

Phase III: Post-Launch Support

All costs associated with the delivery of the project should be presented in a flat rate, fee for service format.

Proposal contents

Please include the following in your proposal response:

1. Overview of how you will meet our objectives
2. Explanation of your proposed platform/CMS/Architecture
3. Outline of your website design & development strategy
4. Proposed website timeline from kickoff to launch
   i. 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.
5. Details about your team
   i. Describe your experience in producing sites for non-profit and/or academic projects.
   ii. Organizational capacity to take on this project.
   iii. What type of team will be assigned, what will each person's role be? Please provide a brief bio for each staff member.
6. Recent design & development examples
   i. 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.

Submission Deadlines:

a. **Submission Deadlines:** Interested bidders send to their offer in a closed envelop mentioning "Quotation for Website Redesign & Support Services" on the cover, by courier or drop it in the box kept with security guard of FORE School of Management latest by 11:00 P.M. on or before 12th February 2018.

b. **Submission Delivery Address**: The delivery address to be used for all submissions is

   Uday Kumar
   Manager (Systems)
   FORE School of Management
   B-18, Qutab Intuitional Area, New Delhi – 110016
   Phone No.: +91-11-41242445, Email: uday@fsm.ac.in

c. **Submission Questions and Clarifications:** You may contact

   Uday Kumar
   Call: +91-11-41242445 or Email to uday@fsm.ac.in

   Electronic Submission: Electronic submission in response to this Request for Proposal will not be accepted. All submission must be on paper.

   A Technical Bid meeting on contract as scheduled will be informed to vendor.

Other Terms & Conditions

a. **Purchase Order:** The Purchase Order will be release for those who have successfully qualified the Technical Bid and Financial Bid. The Purchase Order has to be accepted by the bidder signing and re turning an acknowledgement copy of it within 5 working days. Acceptance of this Purchase Order shall effect a contract between the Parties under which the rights and obligations of the Parties shall be governed solely by the terms and conditions of this Purchase Order.

b. **Payment Term:** The Payment will be made as per final terms & conditions.