



Wexford County Enterprise Board

Request for Tender

Website Redesign and Construction Guideline Document

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The deadline for receipt of completed submissions is **17:00 on Friday 21st December 2007** and should be returned via email to tom@wexfordceb.ie.

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1. Introduction

The Wexford County Enterprise Board (Wexford CEB) is part of the Enterprise Board Network; a collection of 35 Enterprise Boards located throughout the country. Established in 1993, Wexford CEB exists to promote and support the development of enterprise in County Wexford with funding through the National Development Plan and E.U. Structural Fund. The Board helps people start their own business by providing advise, information, training, support, selective financial assistance and mentoring. Wexford CEB works with small businesses of up to 10 employees to help them develop and grow.

2. Overview

The current website www.wexfordceb is four years old and the Board would now like to redevelop the site in line with accepted industry best practise. This document details the high-level user requirements for the redesign of the website.

The primary purpose of the web site is to inform and increase the knowledge of prospective and existing clients regarding the services available so they may benefit to the maximum extent from their engagement with the Wexford CEB.

The Wexford CEB would like the new site to:

- Be an example to local businesses regarding the potential of online business
- Be audience driven and accurately identify the essential needs of a site visitor
- Be hosted on the most secure and fastest platform in Ireland; ensuring all visitors benefit from rapid download times and reliability.
- Set good design standards according to best industry practise in terms of usability, accessibility, navigation and content.
- Contain additional functionality (e.g. online forms, bookings, payment and receipt)

2.1 Wexford CEB Audience

The redesigned site will be developed in accordance with the needs of our identified audience types in the following order and priority

	Audience Type	Description of Needs
1	Start Up Business	Individuals looking to start a business, thinking of starting a business or looking for information on starting a business.
2	Small Business Owner Managers	Small business owner managers seeking information on our training programmes, mentor services or eligibility for grant aid
3	General Public	Various individuals will seek information on our services
4	Press	Press and media will contact the Wexford CEB for statistics and commentary on a range of local business issues.
5	Education	Primary, secondary and tertiary educators looking for information on enterprise education and promotion

3. Deliverables

Tendering companies will recommend a platform for hosting the redesigned website. Success of the implementation will be measured against the following deliverables:

- ❑ The site will have quick access and download times
- ❑ The site will provide an optimal user experience in every way:
 - Be intuitive and easy to use
 - Allow access to key areas in one click
 - Allow access to all site areas within three clicks
- ❑ Include functionality to allow for online bookings, confirmation, payments and receipts
- ❑ Include functionality to allow access to a password protected Members Area section
- ❑ Include functionality to subscribe / unsubscribe to our e-mail newsletters
- ❑ Include the capability to complete forms online
- ❑ Include website search functionality
- ❑ Include a web based Content Management system with full security and appropriate user level authentication to maintain the website and its content
- ❑ At a minimum, be compliant with the WAI AA as outlined in www.w3.org/wai
- ❑ Be compatible with popular web browsers in current use
- ❑ A group-branding scheme is in place for all Enterprise Boards. The new site must incorporate this scheme and have a look and feel consistent with the other communication mediums of the Wexford CEB in terms of colour and font
- ❑ The successful migration of www.wexfordceb.ie from the current provider and seamless switchover of services. A recovery plan must be in place in case of implementation back down. All key services will be fully tested once switchover is complete and before final handover (e.g. E-mail, FTP, online booking, online payment, site navigation)
- ❑ The site will be optimised with 10 – 20 agreed search terms in mind
- ❑ Use Google Analytics to acquire in depth diagnostics on visitor behaviour. Report on traffic accessing the website and the most frequently viewed areas
- ❑ Full ongoing backup and recovery procedures will be tested and documented

All code must be validated and tested by the supplier to ensure that all of the deliverables have been met. Wexford CEB will retain ownership of all source code and documentation relating to the redesigned website implementation.

4. Project Schedule

The project will be broken into the following steps:

- 1) Agree on company to design, develop and implement the redesigned website
- 2) Detailed specification
 - a. Website design and navigation approval
 - b. Training and event management approval
 - c. Content Management System approval
 - d. Online payment facility approval
 - e. Search facility approval
 - f. Member Area approval
 - g. Website hosting solution approval
- 3) Prototype of new website design and content
- 4) Prototype Review and feedback
- 5) Complete website construction and content population
- 6) Implement necessary applications at Wexford CEB office
- 7) Staff Training (e.g. online scheduling, booking, payment, receipt, CMS)
- 8) System testing
- 9) Documentation handover
- 10) User acceptance testing
- 11) Agree implementation schedule for website switch over (freeze on content changes)
- 12) Implementation
- 13) Post implementation support

5. Project Constraints

The existing domain www.wexfordceb.ie will be used for the redesigned site.

Wexford CEB would prefer to have all of its Internet operations managed through one central source.

6. Website Requirements

6.1 Site Information Hierarchy

Central to the success of the redesigned website will be an information hierarchy that is based around the needs of the various site visitors.

Tendering organisations can recommend alternative site structures where they feel there are superior alternatives. In this situation, we request that you provide sound rationale for the change.

Home

Start your Business

- How we can help
- Advice
- Training
- Grant Aid
- Frequency Asked Questions

Grow your Business

- How we can help
- Advice
- Training
- Grant Aid
- Mentor
- Networks
 - Owner Manager
 - Women in Business
- Success Stories

Enterprise Initiatives

- Enterprise in Schools
- Enterprise of the Year
- Enterprise Centres
- Showcase
- SHOP

About Us

This area will contain information on the Wexford CEB: what we do, our structure, Board Members and Evaluation committee. Good use will be made of imagery thumbnail photos and PDF documents to make this area as easy as possible to use.

- What we do
- Organisational Chart
- Staff (thumbnail images)
- Our Board Members (thumbnail images)
- Evaluation Committee (thumbnail images)
- Customer Charter
- Freedom of Information
- Frequently Asked Questions
- Towards 2016

Contact Us

Visitors who wish to get in touch will be able to find all the information they require here.

- Contact names, position, phone, email address, address details
- Map and directions to our offices
- Online contact form

Resources

- Newsletters (archive of current and previous newsletters)
- Annual Reports
- Press
- Links
- Directory
- Pod Casts
- Blogs
- Locate in Wexford

Legal and Navigation

- Privacy Policy
- Disclaimer
- Accessibility Statement
- Site Map

Training

- Recent training courses
- Upcoming training courses (read more | online application form)
- Online payment and receipt

News and Events

- Wexford CEB upcoming and recent events
- Upcoming and recent general events of interest (read more | online application form)
- Online payment and receipt
- News items

Member Area

- Supporting information

6.2 Site Design

The site design will be in line with recognised best practise in terms of usability, accessibility and navigation. One click will allow a visitor to access key areas, with no more than 3 clicks required to access any area of the site. A site visitor will be able to view all key tasks from the Home page with the least amount of scrolling to view the full Home page content. The look and feel of the site along with the recommended content priorities will reflect the needs of the audience groups.

We request interested companies to provide us with a 'story board' showing their proposed design, together with their recommendations for usability, accessibility and navigation.

The Home page will display the following:

- Events (displayed in ascending date order from the closest future date)
- News (displayed below events)
- Training (displayed in ascending date order from the closest future date)
- About Us
- Contact Us
- Email Newsletter (subscribe / unsubscribe, search archive)

A Navigation bar of important links to include:

(About Us | Contact Us | Start your Business | Grow your Business | Enterprise Initiatives | Training | Resources)

Less important links will be provided in either the header or footer to include:

(Home | News | Events | Privacy Policy | Disclaimer | Accessibility | Site Map)

6.3 Site Functionality

The core functions critical in the development of the site are listed below. We welcome additional recommendations by tendering companies in making further suggestions.

Our needs include:

- Maintaining the existing website functionality
- E-mail Newsletter (subscribe / unsubscribe)
- Online forms (e.g. Contact Us)
- Map to our office
- Online Training and Event Management (scheduling, booking and confirmation)
- Online payment and receipt
- Search facility
- Content Management System
- Member Area to access support and network information through a logon facility.

6.3.1 Content Management System

Once the site structure and information hierarchy are in place, it is essential that Wexford CEB have full control over the entire site content for day-to-day administration. The redeveloped website must be integrated with an industry proven content management system to:

- Allow for the maintenance of existing page(s)
- Allow for the inclusion of new pages and removal of redundant pages
- Allow for modification of the site structure
- Have spell checking and accessibility verification
- Support full text formatting (e.g. font, style)
- Support image, document, links and multimedia maintenance
- Maintain a Library

The system must enable the build up of a document, image and photo library. These elements may then be linked into any page on the site. All files in the library must be indexed and searchable.

6.3.2 Email Newsletter Functionality

All aspects of e-mail newsletter management will be available. Wexford CEB sends out a monthly e-mail newsletter and visitors must be able to subscribe / unsubscribe to this service. In addition, staff members must be able to update this option directly by client. Visitors will be able to search an archive of previously sent newsletters by date or key words.

6.3.3 Training and Event Management

Functionality is required for the online scheduling, booking and payment of (i) training courses, (ii) events and (iii) seminars.

Upcoming events / seminars: Details of upcoming events will be displayed in ascending order from the current date. A staff member will enter details and information shown will include: Event Name, Description, Date, Time, Duration and Number of free spaces. A running total will be kept on the number of free spaces available and once the event has been fully booked no additional bookings will be allowed.

Upcoming Training courses: Details of upcoming training courses will be displayed in ascending order from the current date. A staff member will enter details and information shown will include the course Name, Description, Start Date, Duration, Time, Venue, Status and Number of free spaces. A running total will be kept on the number of free spaces available and once the course has been fully booked no additional bookings will be allowed.

Each event / training course listed will have prominent links beside the title, facilitating the two most common user tasks related to events; 'read more' and 'book now'. An online booking form will capture details for the (1) company and (ii) participant(s). Up to X number of participants may be booked in one transaction.

To ensure that an event or training course does not become over allocated during a multi booking, only one visitor will be allowed access to book a particular course or event at the same time.

Electronic payments will be allowed in real time for training courses or events. All relevant receipts and booking confirmations will be sent via e-mail to the buyer and the Wexford CEB administrator.

Back end functionality is required for office staff to update the number of available places, participant details and payment status for a course or event booked manually. The full range of payment options will be catered for including: cash, laser, credit card and cheque.

6.3.4 Member Area

The Member Area will offer supplementary information and support to fully paid members of the Wexford CEB networks. Our current networks include: Women in Business and Owner Manager.

This section will be password protected; an online registration and logon facility will enable members gain access. Where a site visitor is not a valid network member, there will be an option to allow them to join the relevant network and pay their subscription online. Existing valid network members will have the option of renewing their annual subscription via the Member Area. Electronic payments will be allowed in real time and all relevant receipts and confirmations will be sent via e-mail to the buyer and the Wexford CEB administrator.

Back end functionality is required for office staff to maintain a list of valid network members and their payment status as members may join the networks manually. The full range of payment options will be catered for including: cash, laser, credit card and cheque.

There will be a facility to reset and reissue lost/forgotten passwords to members.

7. Security

Each member of staff will possess a unique logon id and password to relevant systems; certain updates on the system may be tracked through this unique identification.

The system administrator will be responsible for defining the access levels of all other users. Each level of security will allow different functionality and access rights.

8. Data Backup

All applications will have user-friendly backup and restoration functionality. The system administrator will be able to schedule backups as required and receive confirmation on successful completion. As data will be constantly changing backups will be timely and version controlled.

9. Terms and Conditions of Tendering

The Wexford CEB draws your attention to the following terms and conditions of tendering:

- The details contained within this document are for information purposes only and do not form any part of a contract with the Wexford CEB. It is a condition of this invitation to tender that Wexford CEB shall not be liable for any costs and/or expenses incurred in respect of preparation or submission of any documents or associated material.
- Following submission of the tender, Wexford CEB may invite selected organisations to make a formal presentation of ideas and concepts. The contract will be awarded to the organisation that is best able to meet the project criteria. Wexford CEB is not required to accept the lowest or any quotation.
- All work undertaken in connection with the project will be by way of a formal contract with Wexford CEB. Wexford CEB therefore expects all tendering companies to have a set of suitable Terms and Conditions that will form an appropriate contractual basis for the project.
- Wexford CEB wishes to assure tendering organisations that it has assigned budget and resource to realise the ambitions for its website.
- Tendering companies are required to hold their tender prices for a period of 90 days from the closing date for the submission of tenders. Prices must be fixed to specification signoff. Phases beyond the specification signoff can be priced by best estimate or by fixed pricing, dependent on tendering companies' recommendation.
- The proposed project staff shall have direct expertise and experience, have a proven track record in providing services and advice to the private and public sectors and be familiar with best practice in information technology standards.
- The tendering company must:
 - Have adequate insurance in place
 - Carry indemnity in relation to third party intellectual property rights infringement.
 - Produce a current tax clearance certificate
- The written submission must include:
 - The earliest proposed project start date
 - The latest proposed project end date
 - An outline of the proposed project timelines with tasks and sequence breakdown
 - An outline of the once off and recurring project costs in terms of labour, hardware, software, licences, hosting and maintenance
 - An outline of the proposed project disaster recovery procedures
- Payment to the successful company will be made in Euro.
- Irish Law will govern the contract with the successful company.
- Tendering companies must e-mail their proposal in PDF format to tom@wexfordceb.ie.