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**Clarification Log - Plymouth Marjon University - Website Rebuild**

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| **Clarification No.** | **Date Received** | **Clarification** | **Clarification Response** | **Date Issued** |
| 1 | 12.12.19 | 1. Will you be looking to change platforms with this new website? 2. Are there brand guidelines available for Marjon University, Marjon Health & Wellbeing and the Health Centre? | 1. No Plymouth Marjon University would be staying on the same platform as we have. 2. Plymouth Marjon University doesn’t have brand guidelines, only a colour palette which is attached and logos for the main brand and two sub brands. | 13.12.19 |
| 2 | 17.12.19 | 1. Who will be transferring the content from the old website across to the new website? Is this something expected of the chosen agency or will the university take on this? 2. Is it acceptable to add links to case studies i.e. websites or videos? Will you be able to view these? | 1. The answer is in the tender document: - pages 4 & 5 - This project is primarily about repurposing our existing content into a new website, in ways that enable us to reach more users and grow.’   The content already exists in the University CMS system, so we will not be changing all of the content - just presenting it using the new designs and concept that the successful agency come up with. Hence content transfer is not part of the process undertaken by the agency.   1. As you know the responses have page limits – therefore information contained with links will count towards these limits – this process will involve supplier interviews/presentations and this is your opportunity to share this type on information with us. | 20.12.19 |
| 3 | 20.12.19 | "We see this project as a chance to take steps forward in terms of accessibility, UX and SEO, encompassing both established SEO and emerging SEO opportunities such as Voice Search.”  Our understanding on this point is, for us to provide the technical support on SEO and voice search, but your team will be providing the necessary key words, contents, blogs etc for the search engine to pick the website. As you would know, For SEO ranking to be maintained we have to keep updating the contents and keywords with the necessary catch words. | Plymouth Marjon University would provide the content; we’re expecting technical leadership on SEO more than technical support. Your code needs to be well optimised. | 20.12.19 |
| 4 | 20.12.19 | 1. Do you have any developer documentation for T4 CMS and Funnelback that you could send me please? I would like to ensure we can cover the codebase before filling in the quote. 2. What codebase does T4 CMS use? i.e. PHP, C#, C++, Rest JS | 1. Suppliers don’t have to build it in T4/Funnelback so no information can be shared. Plymouth Marjon University will be working with T4 and Funnelback once the designs are complete and the code is signed off. 2. As above – this is not restricted to any coding language. | 20.12.19 |
| 5 | 20.12.19 | 1. Are you looking for a visual redesign of the existing website, or do you require a replica of the current website to be built on a new CMS and in a manner that is compliant with WCAG 2.1 guidelines? 2. Do you require us to arrange and manage hosting for the website throughout the contract? If you do, does the £30K inc. VAT include the cost of hosting cost? 3. What sort of support do you require in the months after launch of the site? Can you give an estimate of the number of hours you would require from us each month? Again, are these cost included in the state budget? | 1. We are looking for new code and designs to recreate the existing content and navigation using the existing CMS so that it is WCAG 2.1 compliant.  2. We manage hosting.  3. We would expect any bugs found after go-live to be fixed FOC. We would commission new developments as and when required, and so we would need to understand how this would be managed and priced going forwards; day rates are helpful for comparison.  \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | 20.12.19 |
| 6 | 24.12.20 | Have website user survey or analytics be conducted in the past and do you have any specific UI/UX related issues to be given special consideration? | Yes - but for the scope of this we want our current content to want to make existing content comply to WCAG 2.1 Guidelines; There is past data and there are still areas where UI/UX could be better. Marjon may look at this with the appointed supplier as we’d be keen for them to influence on UI/UX. | 07.01.20 |
| 7 | How can all the compliance standards be tested or verified? | This is the core purpose of this Request for Quotation; accordingly, we require the proposals to address/respond to this based upon current knowledge and experience. |
| 8 | We assume that all Audio & Video transcripts will be provided by client or to be procured by 3rd party software/services for accessibility. Please confirm if vendor should provide any other cost factor except integration of Video/Audio transcripts. | Yes, Plymouth Marjon University will provide transcripts. |
| 9 | What specific changes will be allowed for UI/UX from following elements of existing site:  a. Information Architecture  b. Page structure and Page Components  c. Merging of Content/Pages | Plymouth Marjon University wishes to re-use current content - so minimal unless there is a real need. However, we are open to suggested improvements. |
| 10 | It is evident that the new UI/UX updates will significantly change old pages, add new pages and update existing site indexing for Search Engines, how do you see it impact on current organic website traffic and specific expectation from vendor to deal with such scenarios. | Plymouth Marjon University expect the supplier to deal with elements of SEO. – We have an automated site-map so indexing is covered but the supplier is responsible for page speed and performance, implementation of schema and structured data. Ideally the project would bring about some uplift in organic traffic via a better optimised website. |
| 11 | What is the current version of T4 platform existing website is running on? Do we expect to upgrade to latest version? | T4 is beyond the scope of work. – Plymouth Marjon University are however, about to upgrade the latest version and will be switching servers in the next few weeks. |
| 12 | Can you confirm if any custom code or module written to change the default behaviour of existing CMS and could affect upgradation of CMS platform? | This work would be done external to the CMS and T4 and Plymouth Marjon University staff will be integrating it into T4 once the designs are signed off. |
| 13 | Does CMS have any internal/external system integration that should be consider for UI/UX transformation? | No |
| 14 | How many forms does the current platform has? Is there any logical behaviour which needs to be considered except form submissions? | There are five forms - Open day, prospectus, clearing and campus tours (which is not yet live) and Apply Direct which is a whole bunch of form fields - <https://www.marjon.ac.uk/courses/applying/applydirect/> |
| 15 | Current website has subdomains based on eLearning, Sites (WP), Moodle etc. We assume all external links and subdomain are not part of current scope of work. Please advise. | No just the main University Website (<https://www.marjon.ac.uk/>) |
| 16 | Do you have any interface redirecting to an external content or payment website which requires integration? | No as all of this is managed by Information Planning internally |
| 17 | We assume that any 3rd party software/plugins/components required will be procured and provided by the website team. Please confirm | If required, any additions would be purchased as part of the project |
| 18 | **Performance Testing Queries**   1. What Is the current Infrastructure of the platform? 2. Do you have statistics based on analytics such as Avg visitors/day, highest no. of concurrent users till date etc.? 3. What is the existing peak load time on production server & How many users access the application in peak load time? 4. How many concurrent users we want to test on each Page/APIs? 5. What are the known current as well as previous performance bottlenecks? 6. Was there any benchmarking or baselining been done in the past? If yes, please share the results 7. Any preference on performance tools? E.g. LoadRunner, Jmeter? 8. What type of performance tests expected from University? (e.g. Load, Stress, Endurance, Peak and Volume) 9. What are the matrix required to measure from Performance Testing Team? 10. What will the acceptance criteria for each performance test? | Plymouth Marjon University do not expect the suppliers to do any of this – it is not in the scope of this Request for Quotations. |