NML Website Redesign Questions & Answers

Q - Can you clarify if you wish to retain the common template for all venues and domain structure as is used at the moment?

A - I am not sure what you mean by this, could you elaborate

Q - Do you have a preference for CMS or are you agnostic on this?

A - We use Contensis and are not intending to change

Q - each venue, rather than have its own site or site structure, uses the same templates, with individual branding and colours. I just wanted to check that this approach is to be maintained, rather than treat each venue separately?

A - Yes, we will use the same template across the multiple site but with different colours

Q - So will the tech development on Contensis be handled by your existing developers or do you require development as part of this tender?

A - Yes our development team will handle the tech development

Q - In section 3.2 Target Timings, item 4 deadline for bid submissions, the date is stated but not the time. The contract notice states the same date but has a time attached of 12.00. Can you confirm which is correct please to ensure we submit our bid to the applicable timescales

A - Underneath the table in section 3.2, it states “Note – all deadlines are at Noon on that business day.”. Hence all submissions need to be back with us by Noon on October 1st

Q - Layout of bid. We assume you are happy for us to provide the bid in our own layout, covering the points in the instructions, no word count but concise and to the point. Are you happy for relevant support documents to be added (within reason and not marketing or literature)

A - We are happy for your response to be in your layout. Yes, we welcome support documents

Q - Could you advise us on your preferred CMS? The brief alludes to a CMS but we wanted to clarify if you have an existing CMS already in place or whether you want to procure a new CMS and therefore should form part of our response to the brief.

A - We use Contensis as our CMS, we intend to keep using this

Q – What is the budget

A - For this tender, we have decided to release budget details. The maximum budget would be in the range £55,000 - £60,000. However, as you can see from the scoring criteria, cost is a major factor and hence we welcome cost effective solutions

Q - Is any content creation required, or will all the currently live content be utilised?

A - We will utilise current content and have an in-house content team to create more.

Q - Is hosting required, and if not what is the current solution stack (e.g. LAMP)?

A - We host internally on a Windows/IIS/.Net stack

Q - The tender mentions website redesign but also new code. Does this mean you wish for the user-facing front-end code to be delivered or does this also mean you wish to have a new content management system to allow editors to publish and edit content on the user facing front-end? It would be great if you could clarify this.  Depending on the answer to the above, do you have any particular technology requirements?

A - We just need the front-end design code delivered so our technical developers can implement it. We intend to continue to use are current CMS - Contensis.

Q - Do you have brand guidelines and assets to be used for the redesign?

A – Attached to Contracts Finder advert, but we can be slightly flexible with this online as long as agreed with our Marketing Director.

Q - The tender mentions that you are working to digitise your collections and make them accessible online. Has this work already begun? If so can you provide some detail as to the system/software being used to store collection data?

A - Yes collections digitisation has begun. Collections data is stored on a curatorial database called Mimsy which is where all our descriptions are pulled from. The images are stored in a separate image management system by the curators.

Q - A goal of the redesign is to generate income through selling memberships and exhibition tickets. Assuming this implies that the ticket purchasing journey and online shop are part of the project, do you have any preference for the software that will be used to administer these?

A - Our ticketing system is currently hosted by Gateway. We are open to suggestion for the online shop. We will have a Civil Service Secondee in post in October who will primarily be researching our online shop and how museum shops operate.

Q - The new accessibility regulations for public sector websites and apps places perhaps more of a load on you (as content creators/editors) than it does on us as designers/developers. Given that meeting this requirement is a key aspect of the redesign project, can you let us know if your editors/content creators a au fait with (WCAG) 2.1? In other words, will they be comfortable leading the detailed requirements of the new standard or will they be looking for advice in this regard?

A - We’re aware of the new government requirements and will be taking steps to make sure that we are compliant. The government plan to release further advice in December 2018, but having a designer on board with a strong knowledge of accessibility issues would be beneficial to us.

Q - Do you have a preferred technology stack or Content Management System?

A - We use Contensis and we intend to continue using this. We host internally on a Windows/IIS/.Net stack

Q - Are you expecting the work to be carried out onsite or office?

A - We have no preference as to where the work is carried out, we were expecting that the supplier would carry out most of the design work on their premises

Q - Does NML want to retain a .net solution and the current CMS platform?

A - Yes we would like to keep our current software solution including CMS

Q - Is hosting part of the requirement of the tender?

A - We are not looking for hosting

Q - Please can you provide more details about the specific government accessibility standards from May 2018 that the site needs to meet?

A - Please visit the gov website for more information on this - <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

Q - Who is the project sponsor for the new website? (e.g. marketing, IT)

A - The Digital Content Team based in the Marketing and Communications department will be leading on this project.

Q - In the “requirements detail” section you specify a number of templates. We are typically building digital platforms using a component-based approach now to give greater flexibility and longevity. Is this an approach you would be open to?

A - We’re happy for the company to suggest what they think is the best approach to the given brief.

Q - You mention sign-up for newsletters etc. What system do you use for managing email marketing/newsletters? We would assume that an integration with a system like Mailchimp would be required - is this correct?

A - We use Mailchimp for our e-newsletters but our current sign up form on the website goes into an access database via an online form.

Q - You mention displaying a “dynamic list of shop items”. What system do you use for your online shop and what level of integration do you foresee with the web?

A - At the moment the online shop is an in-house built system. We’d like it to be more integrated with the website.

Q - We deliver projects on an agile, time and materials basis, typically with a capped budget. Is this an acceptable mode of delivery for you?

A - We’re happy for the project to be project managed in the best way that the appointed company sees fit.

Q - Have you had any pre-tender discussions with any agencies or suppliers?

A - Not quite sure on the relevance of this question. We performed market research as part of our specification preparation, however our tenders are run in an open, fair and transparent manner.

Q - Is there an incumbent agency and if yes will they be proposing for this work?

A - No.

Q - Do you have a specific CMS in mind? Is there a preference between open source and licensed software?

A - We currently use Contensis.

Q - What system is the collection data held in? Is there an API that would be available to us to pull data about collection items from? If no, are you expecting the web project scope to include the creation of such an API or a middleware layer?

A - We extract the collections data from our core applications to a SQL Server database, and there is a basic API which can be developed further by ourselves if needs be.

Q - The specification states the requirement is to "design and provide code for a new site" - does this mean you have development resource to then build the site? Or are you looking for the awardee of this tender to provide a content management system too?

A - We have our own development team to build the site

Q - Your requirements include revised design and new functionality for the online shop including a dynamic list of shop items to be available from venue homepages.  Can we assume that full redevelopment of the current shop (i.e. design and provision of the shopping cart functionality etc.) forms part of this tender? Is there a specific e-commerce service or payment gateway you wish to use?

A - The shop is part of the tender and we have a civil service secondee starting in October who will be researching the best methods for museum shops to take.

Q - Could you provide more information on your collections? How many items in this database would you like to be available to search and filter? Are these already in some sort of database scheme and is there an associated media library of images/video?

A - The collections are slowly being digitised by curators who use the collections management system Mimsy. The collections data is held in a SQL Server database separate to Mimsy. Online we currently have 16,839 objects online and growing. Images for the collections are uploaded to our Image Management System ImageIndex. These are usually uploaded as the curators go along.

Q - What bookings functionality is required for events? Do you utilise a 3rd party system for this and, if so, is there a requirement to retain and integrate into this for the redevelopment? Can you confirm if payments for event bookings are also to be taken via the website and any preference re: payment gateway for this?

A - We use Galaxy’s Gateway system for ticket bookings and will need to remain with this system going forward. Any plans will need to involve integrating links to this solution into the current website.

Q - Is there any CMS, DMS or platform preference for this procurement?

A - We currently use the CMS Contensis.

Q - Is there a need or preference for Members or other customers to have a log-in functionality to the new website(s) and, if so, what services might they benefit from or would you be particularly keen to promote here?

A - We currently don’t require log-in functionality to the new website

Q - Is NML looking for an off the shelf product that covers all requirements or comfortable adopting a best of breed, micro services technical architecture with an underpinning open source content management system?

A - We are looking for a supplier that can use their knowledge to advise us on the best approach to take for our website.

Q - Does NML foresee continuing to use Contensis or comfortable migrating to another content management system? Is there any preference for content management system?

A - We have planned to continue to use Contensis

Q - Our recommended delivery approach would be to follow the UK Government Digital Service (GDS) phases of ‘Discovery, Alpha, Beta and Live’. Each phase would be delivered in an agile way, in collaboration with NML stakeholders. Is NML familiar with the GDS delivery approach and open to working in a collaborative way

A - We would be happy for the project to be managed in this way.

Q - Does NML have internal technical development capability where there could be opportunities for collaboration and knowledge sharing, or will NML be restricted to managing the site structure, content etc. only?

A - We have a web development team and we are happy for collaboration

Q - Is there an element of brand refresh envisaged to drive engagement and footfall to the museum?  This is an area where we can add significant value with our highly experienced in-house creative team.

A - The Marketing and Comms department don’t currently have plans to rebrand the museums but we can adopt different elements online to what we have now as long as it stays within the brand guidelines.

Q - Our references would not be for Museums, but for other attractions

A - Please submit whatever references you feel are most appropriate to this tender

Q - Will you require new copy to be written for the site or is it just a straight migration of existing copy? If new copy is required, would you like assistance with the generation of this copy or is this something you'll handle internally?

A - We will handle all content internally.

Q - There are a few major site sections not mentioned in the requirements detail e.g. 'Schools and Groups', 'Kids' - are these sections deemed out of scope or should we include them in our response?

A - The schools and groups section will hopefully use the standard content template and the kids section will be moved within the schools and groups section.

Q - Why for your organisation will make up the project team?

A- The Digital Content Manager, Director of Marketing and Communications and Web Technical Manager/Officer.

Q - Do you have any research we can use to help understand your audiences? For example, Culture 24 / Let’s Get Real?

A - We can supply you with our visitor and web surveys as well as our analytics.

Q - Have you conducted any user testing one the current website to establish particular areas of difficulty in finding content and performing key actions?

A - We have a recent web survey we placed on the website but hoped user testing would be included as part of the tender response.

Q - What accessibility standards are you hoping to achieve, e.g. WCAG Level AA – <https://www.w3.org/TR/WCAG21/>

A - As a public sector website we have to comply with the new accessibility regulations for public sector websites and apps <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

Q - Do you currently have a Collections Management System in place? If so what is its name, and does it have an API?

A - Our system is called Mimsy. This is handled by the curators. We do not pull data directly from this.

Q - What income generation do you have online at the moment?

A -  The online shop, membership sign ups, ticket sales, online donations.

Q - Are there any plans to add other income streams to your online estate?

A - Membership as a direct debit, more ticketed exhibitions.

Q - What content management system currently manages the website content?

A - Contensis.

Q - Just to be 100% clear, are you expecting a completely newly developed build including contentment management system, ticketing and online shop for the redesign, or are you looking for coded templates that you will integrate into the existing system.

A - Coded templates that we will integrate into the system. The ticketing solution will be designed separately based off the new website designs but the online shop we would like completely changing.

Q - Does this same CMS run the online shop as well, or is that another separate system?

A - The online shop is running on a different system built in house.

Q - Do you want there to be translation capabilities as seen on the current website?

A - This would be beneficial but we feel most browsers offer this functionality now.

Q - What ticketing software is currently in place and are you wanting to stick with this software?

A - We use Gateway by Galaxy and we need to stick with this going forward.

Q - What system do you use for newsletters?

A - We use MailChimp.

Q - Do you have budgets in mind for ongoing support or year on year improvements to the new website?

A - This has not been confirmed yet.

Q - The Form of Tender refers to 'drawings': 'Having examined the Instructions to Tenderers and drawings for the above works..' Can you confirm this is an error?

A - Our tender forms are generic forms that cover many different services and supply requirements. Hence some of the terminology may not be strictly relevant is all cases.

Hence please ignore references to drawings.

Q - the ITT refers in a number of paces to 'solution'. We are little confused by this and would appreciate clarification on what is mean by solution. The word solution, in our experience, implies a product rather than a service will be delivered. So as to be sure, can you confirm that this tender is for design services up to the point where the signed of design will be handed over to your developers to implement on Contensis CMS?

A - You are right; this tender is for design services to be handed over to our developers to build the website.

Q - For the shop requirements, will the new website be fully e-commerce enabled or just link to an existing e-commerce platform?

A - Our current online shop is built on an in-house system. We are happy for it to be re-designed or be transferred to another system.

Q - Do you require hosting to be included in the proposal or will hosting be managed by NML?

A - We will manage the hosting.

Q - Are you expecting the supplier to undertake user research/ needs analysis as part of the project?

A - Yes we would like the supplier to undertake some user research.

Q - Will the brand guidelines (e.g. logo's, fonts, colour palettes etc.) be updated as part of the redesign?

A - The majority of logos, fonts and colours will remain the same but we would like them to be utilised in different ways.

Q - You current use Google Translate on the website - are you looking to improve the user experience for foreign language visitors to the website? If so, are there any markets/ languages that you want to target?

A - We don’t currently have any plans for this but it would be something we would like to explore in the future.

Q - Are there any third party systems that the website will need to integrate with (e.g. CRM/ email, booking engine etc.)?

A - It will need to be integrated with links to our ticketing system Gateway (operated by Galaxy).

Q - Will there be a dedicated project manager at NML for this project?

A - We would like the supplier to project manage the project but internally it will be managed by the digital content team.

Q - How many different admin users (content editors etc.) will be managing the new website?

A - There will be 4 different editors and 2 back end developers.

Q - We want you to clarify that what we understood above is correct and what technology/platform is your existing website is.

A - We are only looking for the redesign and to deliver HTML, CSS and all other supporting files required for the templates. Our web stack is Windows/IIS/SQL Server/ASP.NET.

Q - so would the supplier just provide design files or will they need to provide HTML and CSS templates. would you need them as example pages or with CMS template tags programmed in?

A - We'd need HTML, CSS and all other supporting files required for the templates - Example pages using standard HTML markup.

Q - I would like to submit a proposal but before I do I just wanted to check if the site had to stay in [asp.net](https://protect-eu.mimecast.com/s/GC9iCDk4PujnX2TWlrrV?domain=asp.net) or there would be scope within the brief to rebuild the site using a PHP Laravel framework

A - We’re committed to Contensis, so the site will need to stay as an asp.net site. However, we are doing essentially all of the back-end coding ourselves and are mainly expecting to receive front-end code only from the external developers/designers.

Q - we will be producing the below elements:  Site plan and Wireframes / A full set of designed templates based on the approved wires / HTML, CSS (SASS) / responsive style sheets / Testing and de-bugging on the frontend development. Is this correct?

A - Yes all of the above is correct.

Q - in terms of the tender process, at this stage are you just looking for a cost proposal or are you looking for concept designs?

A - We would like a cost proposal and concept designs if possible. This will help us with the decision making process.

Q - In terms of content, do you have a specific content strategy, in other words, will there be new copy or will you reuse all of what is on the site already?

A -  We will use existing content and copy which will be tweaked on specific key pages.

Q - In the brief, in section 5.1 Requirements detail, you mention the key templates, do only these parts form the scope of the requirements? The reason for the question is that the current surface area of the website is much larger than what is described in the requirements. So there may be certain parts of the existing site that you already know that you want to cut.

A - The current sitemap of the website will change with the redesign and be worked around the templates that have been asked for.

Q - What does the NML team consist of in terms of who will be involved in this project? Key stakeholders?

A - The Digital Content Team will lead on the project and other key stakeholders include the Technical Team, the Marketing and Communications team, the Commercial Operations team and the Curatorial/Collections team.

Q - We have heard of Contensis but wanted to ask if your team know of any specific limitations of the system?

 A - There are no limitations we're aware of that will impact on the design process and its implementation.

Q - Does your team have a specific requirement for how the front-end code should be delivered?

A - We're used to receiving HTML, CSS, Javascript, and other supporting files in a zip archive, with clearly and consistently named folders for each type of file. The archive and code within it should be structured in such a way that the decompressed files are easily viewable in a browser, either locally or on our internal development website. The files can be delivered directly to us, or via a source repository site.

Q - The ecommerce section (shop) and membership section can be significant but the scope requirements are not detailed much. Have you built both these parts of the website yourselves / would you be open to using a third party tool?

A - The shop part of the website was built in house but the solution to buy membership is hosted by Galaxy’s Gateway system. We are open to third party solutions if in budget.

Q - We assume the kids section of the website is not part of the scope. Can you please confirm?

A - We want to move the content from the kid’s section of the website into the school’s section of the website and retire the kids section.

Q - Accessibility - the Government Digital standards talks about WCAG 2.0 level AA. Is this the level that you require? The reason for asking is that colour contrasting is one specific area where a lot of people fall down because of their brand guidelines. An example of where your existing site currently is attached - the white font against the blue background. The higher the level of accessibility requirement, the more effort required and this is reflected in the delivery costs.

A - We are a public sector website and therefore must meet the following requirements - <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

Q - How many transactions a year do you process through your online shop? Does it connect to a backend fulfilment, stock control, or any other third party system?

A - Somewhere between 1000 - 2000 transactions p.a.  The shop doesn't currently connect to any of those types of system

Q - How much of the content on the current site do you envisaging residing on the new site? Do you require support for content migration?

A - We will transfer most of the content but be tweaking it on key visited pages. We have 3 full time members in our content team who will fulfil this.

Q - Do you have any particular requirements around editing content on the site i.e. user permissions, publishing workflow?

A - Yes - these are features in our current CMS Contensis.

Q - Are you explicitly looking to stay with your current platform and backend system ([ASP.NET](https://protect-eu.mimecast.com/s/QLfdCwpWZc0kRjilx3kz?domain=asp.net)) and just looking for frontend design work? Or are you open to solutions that would include re-building the website on a new platform?

A - We are looking for the frontend design work.

Q - How are you measuring success? As indicated in the tender document you are aiming to increase website visitation, sales and interactions with your digitised collection. Do you have a weighting to indicate which of these is more important? And do you have any targets for when you would consider the website successful in improving these numbers?

A - Website visits is our main KPI that we report to DCMS but an increase in commercial sales from the website is equally important.

Q - Which third party systems are you currently integrating with - For example, is the booking workflow using an external service, or is this all self-contained? <http://www.liverpoolmuseums.org.uk/schools-and-groups/booking/1-where-do-you-want-to-visit.aspx>

A - It is self-contained

Q - How large is the pool of staff working on it? Are different teams assigned to each museum?

A - Our team includes A Digital Content Manager, two Digital Content Editors and two back-end Web Developers. The content editors are each assigned to different projects/campaigns as they arise and will be responsible for certain museums.

Q - How is data that is submitted via the site managed by the museum (for example, does the booking request form go into a resource management system, or does it compile submissions into an email which an administrative member of the Museums team then assess before contacting the submitter?)

A - The form goes into an email submission which is manually administrated.

Q - What is the workflow for bookings between the website, and museum staff.

A - As above the submissions are emailed the relevant member of staff who will then take it forward.

Q - Reference is made to ISO and accreditation; is there a minimum level of accreditation required to be eligible for the role, or is provision of relevant policy’s and practice suitable?

A - No minimum level

Q - What is the planned governance for this project? Is there a project board and/or project team? Who will head the project? Who from NML as well as the museums that are part of NML will be involved?

A - The project is being headed up by the Digital Content Team, part of the Marketing and Communications team, who will work heavily with the Web Technical Team. The Digital Content Manager will be leading on the project from NML’s side.

Q - Is the website redesign part of a larger programme? Are there any related projects running or planned, and if so, what are their timelines and deliverables?

A - No this is currently the only plan for the website.

Q - Do you have experience with agile methodologies? Were they positive?

A - This is our first large project as a content team but we are happy with agile project management.

Q - Who is managing the website? Is this done centrally or decentrally? How many people are involved and what is the process? What editing effort have you planned for the new effort?

A - The website is managed internally. We have a Digital Content Manager and two Digital Content Editors. There has been significant time planned into their work plan for the year in order to deliver the project.

Q - How do you source photography for the website? Do you have an image bank?

A - The photography for the website is sourced in collaboration with Marketing and Communications. They are stored on a secure server that we can all access.

Q - How much of your collections is currently available online, are you planning any further digitization?

A - We currently have 17,000 objects online and are working towards other collections being digitised.

Q - Have you done any user research recently that you can share, now or upon commencement of the project? What are key findings about how people prepare a visit and/or use the website?

A - Yes we have the results from a web questionnaire that we can share with you.

Q - Can you share analytics (most visited pages, popular click paths, exit pages, duration of visit, mobile visits)?

A - Yes we have Google Analytics data that we can share.

Q - NML Visual Identity - Does this project allow or ask for a (partial) review and redesign of the visual identity and brand architecture of NML?

A - The branding is currently not part of the web redesign project.

Q - Can you please clarify what deliverables you would expect to be concluded during the 6 months from the signing of a contract till the deadline of 30th April 2019? There is reference to both “project completion” and “final plan delivery” in the tender document.

A - By 30th April we need the delivery to NML of the templates created by the supplier. These will then be integrated into our current CMS by our in-house developers and the content will be filled by our in house content team.

Q - On what platform is the web shop running? Do you look for any changes of platform, and if so, why?

A - The shop is run off a system built in-house. We are looking to change the shop to increase sales.

Q - What goals other than consistency with the rest of the site do you have in redesigning and developing the webshop?

A - To increase sales, allow for better display of categorisation and products. A search function. A better user journey.

Q - How many orders do you have in your shop? What is the average order size?

A - Around 1000 - 2000 transactions per year.

Q - What categories and types of products are best sellers in your shop?

A - Liverpool gifts, exhibition products (currently Terracotta Warriors and John and Yoko are big sellers), art prints and children’s gift (dinosaurs/space etc.)

Q - How many of your customers in the shop are visitors to the museum?

A - We don’t currently have this data available.

Q - Our interpretation of the brief is that NML require design and build of website templates specified in Section 5.1, but do not require integration of those templates into your existing Content Management System, is this correct?

A - This is correct.

Q - The date for the final plan to be delivered is marked as 30th April 2019 within the brief. Is this date for the delivery to NML of the templates created by the supplier, or the full implementation of those templates by NML into the existing Content Management System?

A - This is the date for the delivery to NML of the templates.

Q - If the latter is there an earlier date for the delivery of the templates to NML?

A - 30th April is the delivery for the templates.

Q - Are you looking to change the CMS platform which currently powers the website?

A - We are not currently looking to change the CMS.

Q - Is there a word limit for tender responses?

A - No.

Q - Do NML expect to pay reduced rate or zero rate vat for the project as it relates to advertising of the museum and collecting donations?

A - We would accept any charity reductions.

Q - How many collections do NML currently have?

A - We currently have just under 17,000 objects digitised online but our collections number ranges in the millions.

Q - How many individual items exist across the Museums that could be digitised in time?

A - This is too big to predict. The goal is that one day all items will be digitised.

Q - Will the successful supplier be able to promote the work they have delivered through their own digital channels?

A - Yes, of course.

Q - On section 5.1 you ask for design and provision of code for a new site, can you clarify if this means you have an alternative source of back end delivery or should this be part of our response.

A - We only require design and provision of code. We have internal back-end web developers to integrate.

Q - Would it be possible to briefly outline the current systems you use - CMS, CRM, e-commerce etc.

A - We use Contensis for our CMS. Our ticketing solution is Gateway run by Galaxy. We use MailChimp for our e-newsletters.

Q - It would help us to understand your internal set-up. Do you have an internal digital design resource? And an internal development team? What kind of size, skillset might we be handing over to?

A - We have a team of 3 content editors who populate the website and 2 back end developers who do integration with the CMS and technical issues. We don’t have any in-house designers.

Q - Do you currently host in-house?

A - Yes we currently do.

Q - From online research we see that the site presently uses Contensis from Zengenti for content management. Is the plan to continue with this solution?

A - Yes, we have planned to stick with Contensis.

Q - You speak about design and providing code. Is this just front end/ HTML code, ready to be integrated with your backend solution?

A - Yes this is correct.

Q - If so, are we handing over to Zengenti or an internal team for integration?

A - Our internal team will deal with the integration.

Q - What standards do they want to set for the code (e.g. on a bootstrap foundation? using Google AMP etc.)

A - A well-known framework like bootstrap would be welcomed.

Q - What about the kids' website? We presume that is out of scope? and the membership/ ticketing area?

A - The kid’s website will be deleted and migrated into the schools and groups section by the content team. The membership and ticketing solution is hosted by Gateway, a separate solution that is currently out of this design remit.

Q - Which websites do you admire/ think is doing a good job in your sector? Why? Is it the look and feel, the ease of use, the success in commercialising?

A - <https://www.tate.org.uk/> - great navigation, video elements, good collections design, the membership button in the top nav is a really good element.

<https://artuk.org/discover/artists> - we would like the collections section of the website to feel a bit more like this.

Q -Should we plan to have design layouts for all pages signed off by April 30th 2019, or Would we work alongside your technical team during the build stage, towards a launch on April 30th 2019?

A - We need all design layouts and code supplied to us by April 30th. Our in-house technical team will work with you during the design phase but will undertake the build themselves.

Q - If the latter, are you able to share an idea of how long your in-house technical team would need for the build?

A - At the moment this is difficult to say as it will depend upon the design.

Q - The tender asks for tenderers to design and code (page 15). Do you expect us to deliver just designs and html? Or do you require us to set up a technical platform, including CMS and interfaces to other systems?

A - Just designs and HTML.

Q - What is the current architecture of the website? What technical interfaces to other systems are there? What are your experiences with this architecture?

A - There are technical interfaces to our internally developed systems including a 'What’s On' system, a ‘features’ system and the online shop.

Q - Does the redesign need to be based on the same branding guidelines the current design follows, or has new branding been developed? If it still is in development, what’s the planning? Is a brand book available?

A - The design will be based on the same branding guidelines. Attached.

Q - Do you solicit design sketches as part of the tender response?

A - This would be useful for us to have in terms of the decision making process.

Q - It is not clear if the scope of this work is for front end code only or is also for back end integration into a CMS?

A - This is just for the front-end of the code.

Q - What is your current CMS? If the scope is to also provide back end integration, is there scope to suggest a new CMS?

A - Our current CMS is Contensis.

Q - If we are to work with a back end team of your choice, we would need much more information about CMS, current coding standards, requirements for workflow etc.

A - We have an in-house back end team who can supply you with details about our CMS Contensis.

Q - Who is providing your hosting - does that fall under the scope?

A - We will manage the hosting ourselves.

Q - Do you have a current list of all third party integrations of your current site? Are these requirements must haves going forward?

A - No

Q - You mention shop items and a shop template but it is not clear is the scope stop there or should extend to shop landing, PLP, PDP, purchase journey, payment gateway, fulfilment, emails etc.

A - We would need all elements of the shop journey designing but this would probably only need one template. The emails would be covered by us.

Q - There are also a number of templates not mentioned, for example standard content, error pages, form pages, blog content pages

A - The standard content page and blog are mentioned in the tender. Please see 5.1 requirements. Our error page can use the standard content page template and we will amend the content accordingly.

Q - For search, what do you currently use? Lucerne/Solr, Elasticsearch, Google, something else?

A - Our search is built in-house.

Q - Do you have a set taxonomy already detailed and implemented for your site and the data types?

A - We are still developing our taxonomy and will be in collaboration with the supplier.

Q - What is your asset library like for your objects and artworks? Is it standardised or random angles and sizes? Is asset production part of the scope?

A - The library is random. Asset production is not part of the scope.

Q - What current drives the what’s on section - does it use a third party like Eventbrite, or is it a plug in or bespoke?

A - It’s currently a bespoke in-house system that has to be manually updated.

Q - Are we able to access your analytics, or at least have a run down in terms of unique visitors, actual sessions, peak concurrent sessions, required up time requirements over a one, three and six-month window to cost up for a support and maintenance budget?

A - Yes you could access our analytics.

Q - Who will act as your product owner and will they have availability during the project to engage with the design and development team sprints?

A - It will be our Digital Content Manager. Yes they will be available.

Q - Do you already have any research, personas, prototypes user stories and / or acceptance criteria for your requirements?

A - We can supply you with the data from our web questionnaire that was online for around 3/4 weeks.

Q - You mention British Museum as an example you like - are there any others you like?

A - We like their blog but not their main website. Our favourite sector website is <https://www.tate.org.uk/> due to the design, ease of use and simplicity. We like [Artuk.org](http://Artuk.org) for their collections management and display.

Q - Is the site to achieve AA level or higher? Is there an acceptance that for a well-designed graphical heavy site, some compromises may need to be made on achieving a particular level of accessibility?

A - As a public sector website we need to comply with the new accessibility regulations for public sector websites and apps <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

Q - Out of budget, time and scope, which two are of the essence of your project?

A - Please see 3.6 Evaluation in the Tender as to how it will be scored.

Q - What is the overall digital literacy of your team going forward - for example will you need publishing workflows scoped and set up or can that be done in house? Do you currently use these for events and blog post publishing?

A - We will do all the content editing in house. We just need the front end design code supplied.

Q - Do you have details of your team - how they will interface with the project and the wider stakeholder team?

A - We have a Digital Content Team with 3 members and 2 back end web developers. The wider stakeholder team includes Marketing & Communications, Information Systems, Curatorial, Education, Commercial Operations and Development.

Q - Have you already identified any preferred application infrastructure technologies for your digital platform?

A -The web stack we'd prefer is Windows/IIS/SQL Server/ASP.NET.

Q -We note you are using Contens currently and are hosted on a Windows platform – is it OK to propose a CMS on other platforms?

A - This is fine to propose if it is your recommendation, as long as within budget.

Q - Do you expect us to include a Hosting option for the finished website?

A - We will manage the hosting.

Q -Sometimes complex functionality can be hidden in administrative functions - can you think of any parts of the current CMS you couldn’t live without, such as any workflow tools?

A - We’re happy with the current CMS and its current functionality.

Q - We note sign-up functions, are there CRM integrations going on?

A - Currently none, but there are some back end systems we would like to integrate with the website.

Q - Is there any intention to have logged in functionality for members / commerce / etc.?

A - No, not currently.

Q - Do you require data migration of your old content to your new website?

A - We will be able to manage this in-house with our content team.

Q - You mention in the future you would like to digitise your collections and part of this exercise is to prepare for that - what kind of preparation do you have in mind, is this simply having a flexible system or are there some specific requirements to emerge?

A - We have a diverse collection containing many different types of objects and so the design of the collection template has to be flexible, both in terms of being able to accommodate such wide diversity, but also in allowing visitors to explore the collections in a variety of ways.

Q - What factors do we need to be aware that could impact the timescales of this project?

A - This project has been allocated to the relevant people’s work plan.

**Q -** Does the organisation have any experience working with Agile project management methodologies?

A - We are happy with this method.

Q - Who holds ultimate responsibility for this project?

A - The Digital Content Team.

Q - Have you appointed roles and responsibilities for this project e.g. a key decision maker for us to liaise with (perhaps a product owner)?

A - The Digital Content Manager.

Q - We like to work in a collaborative team with our customers. What percentage of their working day will key people be able to dedicate to working with us?

A - As mentioned above, a vast amount of time for this project has been allocated to the relevant people’s work plan.

Q - What resource (in days or in budget) have you accounted for in regards to any discovery, content or platform testing that may be required on your side? We ask this because customers must always engage heavily in final testing for sign-off.

A - We would like all user research to be budgeted within the tender.

Q - How do you propose to tackle the challenge of collecting feedback from the various museums involved, and how will you streamline the feedback process to the successful agency?

A - The sign off process will lie with the Digital Content Manager, the Director of Marketing and Communications and ultimately the Executive Team/Director of NML. The executive team will represent every museum.

Q - You’ve chosen 30th April 2019 as your launch date - is there a specific reason for

A - This is the date for the handover of the designs. This is because this project has to be completed within this financial year.

Q - Do you have any plans for mitigation in case this deadline cannot be met - moving

the date, going live with a reduced set of functionalities?

A - The migration of content can happen at a later date. We don’t foresee the new site actually going live until after this date. We just need the designs delivered before then.

Q - How do the museums currently communicate with one another? Do you use online video conferencing tools / file sharing / etc.?

A - The museums are in close enough vicinity to have regular meetings when required. We use an internal file share for big files.

**Q -** Who’s responsible for signing off the significant design/UX input required for a project of this type?

A - Digital Content Manager and the Director of Marketing and Communications

Q - As above, how do you intend to tackle the gathering of feedback from fairly diverse sources?

A - Feedback will be limited to a select group of key stakeholders.

Q - Do you have any existing design guidelines we should be aware of or we should follow?

A - The branding guidelines will remain fairly similar to the new website in terms of logos. We can send a branding guidelines booklet.

Q - We are a distributed company, with 17 full time members of staff and a range of contractors working all around Europe from home offices, as well as meeting facilities in London. You specifically ask the question about the number and location of our offices. Are you willing to work with an agency organised as we are (we would come to you for meetings as required) or do you need to work with an agency that has a fixed location?

A - As long as the agency can attend meetings when required and be easily contactable then the above is fine.

Q - Do you have a preference for a technology solution? The current site is built using Contensis. Is it your preference to retain this?

A - Our preference would be to retain Contensis

Q - Can you provide more information on the requirements for the shop, including: order fulfilment, despatch & shipping providers, payment service providers used, product management and any 3rd party integrations

A - I am sorry this information is not available at present

Q - Can you provide more information on any 3rd party systems that currently integrate with the website

A - No products are integrated; we have a link to our Gateway ticketing system

Q - Do you use an email marketing provider such as Mailchimp or Dotmailer?

A - Yes, we use Mailchimp

Q - How are the tickets for events processed. Does this use a 3rd party system?

A - We use Galaxy's Gateway ticketing solution.

Q - Does the platform push information out to other outlets such as feeds or other websites

A - It currently doesn't.

Q - There are a number of key requirements that require further definition and will noticeably change the scope with cost implications. We would recommend an approach which allows you to engage us for the full project, with an agreed budget but offer a break point after the Discovery. We would undertake the Discovery on the basis the Defined solution should be within the agreed budget; but should the process uncover something which changes things signicantly; you may want to engage a different partner for delivery. Would this approach be of interest?

A - We would prefer the supplier who undertakes the research phase to also go ahead and complete the project

Q - We assume you must comply to Web Content Accessibility Guidelines (WCAG) 2.0 AA

A - Yes, the new government guidelines on public sector websites <https://www.gov.uk/guidance/accessibility-requirements-for-public-sector-websites-and-apps>

Q - Another goal of the redesign is to help NML with generating income - including selling membership and tickets for exhibitions.' - do you expect an online store to be in scope?

A - No, we will continue using our Gateway system. This is more about how the design can help push memberships/shop items/tickets

Q - Do you have existing transactional systems (tickets, product information management, order tracking) which the website must integrate with?

A - We interface with Gateway to determine whether a shop customer is a member in order to apply discounts

Q - How much emphasis should we place upon this requirement as a project objective? We are looking for a proportion of the overall budget this might represent as a guide.

A - The displaying of our digitised collections is one of the key parts of the project

Q - Do you have existing imagery or video and if so where is it stored? Do you for example have a digital asset management system (DAM)?

A - We keep our images and videos on internal servers and also on an image management system called ImageIndex

Q - "We work hard to be a free museum service and focus our venues" and "A significant percentage (about 70%) of visitors to our website are interested in paying a visit" are paradoxical. Can you explain more about the free vs paid aspects of your venues so we may consider the user journeys and technical aspects.

A - I think you may have misunderstood. It means that 70% of visitors to our website and interesting in making a visit to the physical venue. All of our venues are free to enter apart from certain charging exhibitions

Q - Would the ability to present certain pages in multiple languages be attractive?

A - Yes, including our visit pages.

Q - Do you have an existing email list management tool?

A - Yes, we use a database system called Raiser's Edge.

Q - Where are your existing videos stored?

A - On YouTube, external hard drives and internal servers

Q - Do you have in place an events management system which we must integrate to? Specifically, we are thinking about ticketing, seat selection (where applicable), ticket availability and pricing.

A - This is handled within our Gateway ticketing system

Q - What system do you use for membership management? Is this out of scope?

A - This is outside of this project

Q - What systems do you have which must be integrated to the websites?

A - Gateway to look up whether a customer is a member. This is handled by our internal development team

Q - What are forms like <http://www.liverpoolmuseums.org.uk/development/membership/contact-membership.aspx> integrated to? e.g. what happens to data captured.

A - Some of the contact forms on our site are handled by the CMS and others by our contact us system, both of which send emails to the relevant person or department without data capture as such. Mailing list sign-ups are temporarily stored in a database for processing by Development. I don't think this is something for the designers, this is handled by our internal development team.

Q - We note that there is a domain responsible for memberships and tickets <https://tickets.liverpoolmuseumstickets.org.uk/webstore/shop/ViewItems.aspx?C=MEMB&CG=mem> that is not listed in the documents supplied. We assume it is out of scope

A - Yes this is out of the scope

Q - What is your expectation regarding the content of the existing sites? Options are an automated migration; content is manually introduced via the new CMS or a hybrid approach.

A - Hopefully an automated migration, with tweaks to key pages

Q - Do you have staff who may perform content population to the new web sites or are you placing responsibility on the selected supplier to perform this role?

A - We have 3 people in the content who can populate the content.

Q - You currently have a Google Translate feature in the navigation to satisfy multilingual aspects. Is this meeting your users’ needs or are you looking towards a better solution?

A - We are open to suggestions here.

Q - Part of the project is a redesign. Do you have up to date brand guidelines and do they cover digital?

A - The marketing team are currently working on an up to date brand guidelines that we can supply you with.

Q - Are there any other projects that your organisation is running in parallel to the websites redevelopment that we should be aware of or that may impact our delivery? For example CRM systems, re-branding, capital investments, user research etc.

A - No.

Q - Do you have available any primary research completed either internally or by external agencies which will serve as inputs to this project?

A - Yes we have visitor audience research, both online and in-venue, and answers from a web questionnaire about the website.

Q - Do you have an existing search solution which will remain in place (and we must integrate to) or are you expecting us to propose a new approach? e.g. <http://www.liverpoolmuseums.org.uk/schools-and-groups/workshops/index.aspx>

A - We would be happy for you to propose a new search

Q - Please provide some information about the types of people who will be managing the content on your websites. For example, how many people, what level of training they have, is it their full time role vs occasional users.

A - We have a full time Digital Content Manager and 2 full time Digital Content Editors.

Q - What measures have you put in place to ensure that appropriate levels of staffing resource are available to the supplier to ensure the timely delivery of this project. We are thinking most specifically about stakeholder availability during the research phase, decision making authority, oversight of the development project, role of IT, steering group.

A - The project has been added to the appropriate people's work plans already

Q - The linked resource <http://www.liverpoolmuseums.org.uk/events/allvenues/> is not available. For the avoidance of doubt please advise which page we should review.

A - <http://www.liverpoolmuseums.org.uk/events/>

Q - What available documentation is there about your existing CMS implementations?

A - This is available from Zengenti the providers of our CMS Contensis.

Q - What access may we expect of your existing CMS supplier during the initial stages of the project? This may prove valuable in relation to any content migration

A - This would need a conversation with Zengenti

Q - What payment provider do you currently use and is that likely to change?

A - We use WorldPay. No, this is unlikely to change.

Q - How many SKUs do you have presently

A - Approximately 1000

Q - How is stock availability managed presently on the site (is this integrated to a back office system or manual)

A - Stock is managed manually

Q - Are products managed within the online store or elsewhere?

A - Within the online store.

Q - Do you anticipate a phased approach to release of the new website(s) or are you expecting the complete solution to go live on a specific date?

A - We will expect the solution to all go live at once, however this will be managed by our internal technical team

Q - Are there specific business requirements which are determining your timeline and the release of the new site?

A – No

Q - To clarify; you are looking for the following:

 • An agency to complete a scoping discovery piece

 • The subsequent designs for the new website

 • The Designs need to include the shop (scope as yet undetermined - so we cost for a declared number of key page layouts)

 • The platform will remain as Contensis

 • The Agency may be required to provide ad-hoc design support to the in-house technical team

 • The submission does not include Creative Designs, but a description of how we will help NML achieve their objectives and case study examples.

A - All of the above is correct - but a few visual concept mock ups may help with the decision making process.

Q - Is the Agency is required to provide any technical involvement, html templates, code of any kind?

A - Yes, we would like you to provide the templates and code for our back end team to implement.

Q - Are we just doing Design or Design and flat html templates?

A - Design and html templates.