HoM Website Design Tender

All Questions Received and Answers

Q - I would like to express interest and acquire full documentation for the 'National Museums of Liverpool: Website Design' issued tender. I see that the tender specification and guidelines have been made public, though I’m wondering about additional documents, such as annexes, a full list of requirements for the tender submission, etc.

A - The 3 documents have all been published on contracts finder, they should contain all necessary information. There is no further documentation.  If you have specific questions then we will be happy to answer

Q - Regarding the insurance details. At this point we wouldn’t be able to provide the information for the Professional Idemnity cover, Employers Liability cover, IPR cover, because for now we do not have such insurance policies. Naturally, if we would win the contract, we would then make sure everything is as requested, but for now that is something we could not provide. Would we still be able to enter the contest?

A - Yes, you are still able to respond to the tender request. If you won the contest then we would be looking for you to have insurance as a condition of being awarded the contract.

Q - We seem to be having some difficulties understanding what exactly should we provide as the “company accreditations”, as in - specifically what documentation is needed there.

A - If you have any accreditations, i.e. members of professional bodies, etc., please list all relevant, we do not need documentation at this point.

Q - Regarding the “Certifications and last audit dates”, I have been informed that we do not have the requested ISO certificates. Would that automatically remove our chances participating in the contest, or can we enter it without the ISO certificates?

A - No it does not exclude you, you may enter.

Q - Regarding the “Contractual Considerations”, we are asked to provide a copy of our Terms and Conditions for the proposed services. Would that mean that we have to provide a contract draft when and if we apply for this tender contest, or are the Terms and Conditions meant as some other form of documentation?

A - We review a responder’s standard Terms and Conditions, just to see if there is anything that you would specify must be part of the Terms and Conditions. It simplifies and speeds up the process of awarding the contract to the successful responder.

Q - Regarding deliverables please can you clarify: If you chose to go down the Wordpress route, and would prefer a Wordpress theme instead of static HTML pages, how much functionality would be expected within the theme? The specification details custom product listings, custom login areas for certain visitors etc... How would you expect this to be catered for in the Wordpress theme?

A - We have decided that we require standard HTML templates, as we'll be able to use these regardless of which approach we take. If we decide to go the WP route then we can use the templates as a basis for building our own theme.

Q - Please can you let agencies have the wireframe mentioned on Page 12 of the brief.

A - This was input in error, there isn’t a predefined wireframe

Q - We are a design collective and work as individual companies bringing the right people and tools together to meet a variety of clients needs for the best possible price. Does our business model which does not rely on permanent employees will be viable before we commit to any manpower to our presentation.

A - We would only need details of third parties if you were sub-contracting the work to other companies. From what you say, you would be employing temporary staff for the project. In this case we have no issues, or need to have any more details

Q – Is there any flexibility on the £12,000 budget?

A - £12,000 was our minimum amount expected for this tender. Realistically we have an upper budget value of £22,000.

Q - Given the exact content & number of templates would need to be discussed in more detail, are you happy to have a limit on the number of templates that are built in order to give a fixed quotation?

A - We could have a limit. Each row of the table corresponds to a single template, with the list on the right giving examples of where and/or how that template will be used on the site. Perhaps the trickiest one from looking at the details we've provided is the shop basket/checkout/order confirmation one, which could easily cover 3 quite different layouts. I would probably suggest the designers try to include elements of all these in a single template, but if they'd prefer it then separate templates for these would be fine. With one template per row we're looking at 12 templates, so I think this would have to be the lower limit, although if the designers can see a way to produce combined templates for other parts of the site then they're free to go ahead and propose this and to adjust their costings accordingly.

Q - Will the CMS be chosen before we start the design phase. If not, when will this be chosen?

A - It will be chosen before the design phase

Q - Will there be an opportunity to review CMS implementation with your development team before we finalise the design and build the HTML/CSS templates? This is important because choice of CMS may give us some restrictions we can more efficiently work around if we are aware of them.

A - Yes, the chosen provider will review the CMS implementation with the development team once the contracts are signed

Q - Some templates appear to be unrealistic to build without choice of CMS and E-Commerce platform. For example, the Basket, Checkout and Payment pages could be 3-6 different templates. These will be completely dictated by the E-Commerce solution you choose and cannot practically be designed in isolation from the chosen software.

A - Barring some minor limitations that may be imposed on us as a result of using WordPress or the CMS, the designers should be free to build the templates as they see fit. We are using an e-commerce solution built in-house, and so it will be our responsibility to reproduce the designs as closely as possible

Q - On Forms are you expecting 4 separate templates to be provided which are tailored to the 4 different forms you want on the website, or one form template that has styles designed for all standard form components?

A - A single template would suffice here

Q - On Trainer administration is this one template page or 6 pages? From the description things like Edit trainee sounds like it would need to be a separate page.

A - A single template should suffice which includes as many elements from the use scenarios as is possible or practical

Q - Does NML / HoM have a user group that will be engaged in the co-production process?

A - Yes we have various groups that we have worked with previously in the development of our “My House of Memories” app. We will being engaging these again in the production of the website.

Q - In terms of our tender response, are you expecting us to address all the points within Section 4: Requirements Specification within our responses to Section 3: Statement of Requirements? Or, do you also expect us to deliver specific responses to each section using those headings listed within Section 4?

A - We are looking for responses that clearly show answers and understanding of all points in sections 3 and 4. The layout of these is at the discretion of the responder.

Q - Budget: The Government Contracts Finder stipulates that the budget is between £12,000 and £22,000. Is this correct?

A - Yes that is correct

Q - Scope: The brief states several times that the scope covers "just the design resources", but also stipulates that we should "provide code". For the context of the brief, are you referring to front-end development as part of design?

A - By design resources, we mean all the structural HTML and CSS, as well as any Javascript that might be required to implement the design. If we just asked for designs, and no HTML/CSS etc, then there's always the chance that the designs would be hard, or nigh on impossible to replicate for the web.

Q - Flexibility: If the above is true - that you'd like both the templates and front-end code for these templates - is that stance set it stone? From our experience, this is a very inefficient way of working; it's much better to have front-end development working alongside back-end developers to product a site of this size.

A - Sorry our stance on this is firm, as that's the way we've worked in the past

Q. References - Do all references have to be for Web Design or can they be for other user interface design such as mobile applications?

A - Preferably they would be for web design, but they could be for other types of work. Obviously in scoring the references given we would consider the work completed.

Q - Will you be providing any copy for new webpages designed and created?

A - No

Q - If answer is no to the above can we use information from current website offering?

A - Yes that will be fine

Q - Do you have an idea on how many static and dynamic pages you require?

A - We don't require any pages specifically from you as designers, just the HTML templates highlighted in the tender.

Q - Would you like to have a testimonial page which is edited by members and displayed publicly?

A - No it is not something that we are looking for, but you are welcome to mention it in your proposal

Q - Do you have a preferred payment provider?

A - We use Worldpay, but this shouldn’t be of relevance for the design

Q - The brief states 'Bids should be in Microsoft Word, Excel and PDF format' - does this mean you require a copy of our submission in each format?

A - No, one format is fine, the most relevant format for the particular part of the return.

Q - Do you have access to a relevant sample group that we could test the designs with?

A - Yes we have groups that we have worked with as part of the development of our app. We intend to use these people to test the design with the successful supplier.

Q - “This tender is to provide the design resources needed to build the site. NML will be responsible for building the website itself, and all the underlying functionality.” *NML House of Memories Website Design - Tender Specification V2 .docx, Page4*. Our Understanding on this is we will develop the Design and HTMLs and pass it to NML and NML team will do the CMS integration. Please confirm this.

A - Yes, you will be charged with producing a number of HTML templates, including associated graphics, CSS, Javascript, etc, which we will then use to build the site.

Q - Can we include a study phase, since the target audience are of special group?

A - Yes we have groups that we have worked with as part of the development of our app. We intend to use these people to test the design with the successful supplier.

Q - “The website must function and be usable on desktop, tablet and mobile devices.” *NML House of Memories Website Design - Tender Specification V2* *.docx, Page11*. The desktop browser requirements are provided. Will NML also provide the Tablet and Mobile device details like OS versions and screen sizes of iPAD, iPhone, android tablet, and android phone?

A - For mobile OSs, We were thinking iOS 7 and above and Android 4.2 and above. For phone resolution 320px - 480px wide, and tablet 768px wide.

Q - “Because there is a high volume of content, we would like it to be as simple to use as possible” *NML House of Memories Website Design - Tender Specification V2* *.docx, Page11*. Please confirm if NML will be adding the contents to the CMS. If so, do NML expect additional support during this phase?

A - Yes, NML will be responsible for adding all content to the site. We do not anticipate additional support

Q - “Focus should be placed on ease of use, particularly for those living with dementia”. *NML House of Memories Website Design - Tender Specification V2* *.docx, Page11*.  “The website must be dementia friendly, in order to provide access to those living with dementia”. *NML House of Memories Website Design - Tender Specification V2* *.docx, Page12*.  “How to involve DEEP groups / people with dementia in website design”. *DEEP-Guide-Creating-websites.pdf, Page 3*. Do we need to include a Dementia patient in our testing team or do NML provide that facility for testing?

A - We have groups that we have worked with as part of the development of our app. We intend to use these people to test the design with the successful supplier.

Q - Will NML provide copy righted images for developing the designs, before the start of the project? If not can we start the designing task with dummy images?

A - We are happy for the design to start initially with dummy images, which we can update as the design progresses

Q - How do you like to deliver the final HTMLs? Will you provide a dev server for that?

A - Ideally we'd like the templates delivered as a zip file containing all the HTML templates and supporting resources, structured in such way that they can be browsed locally.

Q - On page 10, the brief requests that: "Suppliers should include their ideas, comments and suggestions for a design that they feel to be appropriate for the website and the House of Memories brand". Could you clarify that this is a request for discussion and strategic approach rather than a request for free, speculative design? Requesting speculative design in tenders is an unethical practice, and design industry bodies such as the Design Business Association (dba) strongly advise (and campaign) against it. We are a member of the dba and abide by their code of conduct that states: "Members shouldn't take part in pitches that require unpaid work." You can see a guide on the topic created for design buyers published by the dba here: <https://www.dbadirectory.org.uk/dba/uploads/pages/credentials-v-creative.pdf> and we are also very happy to discuss the topic further with you, to help you achieve a better result from your tender.

A - We are looking for the broad approach a supplier would take to the design of the site, given its nature and target audience. We're not looking for speculative designs, but need to be certain that a supplier acknowledges and understands the design challenges we're presenting them with. Our understanding of a supplier’s approach will enhance a suppliers opportunity to score on the scoring elements – “Accessibility particularly in relation to Dementia friendly” and “Understanding and interpretation of brief and requirement”