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# WHATS INCLUDED

Customer Requirements (this document)

Appendix A – Award Questionnaire (template to be completed)

Appendix B – Supplier Pricing Matrix (template to be completed)

Appendix C – Call-Off Contract (Part A&B) (Customer specific terms)

– Call-Off Contract (Part C) (Standard Terms and Conditions)

Appendix D – Supplier List for Consortium Possibilities

OVERVIEW

|  |  |
| --- | --- |
| CCS Project Lead: | Lucy McCormack |
| Customer: | Ministry of Defence |
| Delivery Location: | Andover |
| Phase(s): | Discovery |
| Project: | DS02- 061 |
| Required Capabilities: | Include, but are not limited to: Agile Product Design & Delivery  Content Design, Editorial and Strategy  User Research (UX Design) |
| Subcontracting Permitted? [supplier must have all required capabilities, but may subcontract to supplement their resource if required] | Yes |
| Supplier Partnering Permitted? [suppliers who do not hold all the required capabilities, but wish to bid for all, may partner with another supplier on the framework who does hold the capabilities they need] | Yes |
| Contract Charging Mechanism (Discovery Phase): | Fixed Price |
| Tender Publish Date: | 01/12/2015 |
| Tender Submission Deadline: | 15/12/2015 |
| Proposed length of phase: | 04/01/2016 – 05/02/2016 |
| Proposed Commencement Date of Project: | 04/01/2016 |

LOTTING STRUCTURE

## The Customer has structured this procurement as follows:

|  |  |
| --- | --- |
| **Lot 1** | Agile Product Design and Delivery, Content Design, Editorial and Strategy and User Research |

TIMESCALES

The Customer or CCS may change this timetable at any time. The Potential Provider will be informed by email if there are any changes to this timetable.

## It is the Potential Provider’s responsibility to monitor the online messaging facility (e-Sourcing).

|  |  |  |
| --- | --- | --- |
| **DATE** | **WHO** | **ACTIVITY** |
| 01/12/2015 | CCS | **Publish requirements to Potential Providers**  Clarification period starts |
| 04/12/2015 | CCS, Customer & Potential Providers | **Clarification Webinar 14:00**  Invite to webinar will be issued via the CCS eSourcing Suite. All questions and responses will be published via eSourcing Suite. |
| 10/12/2015 | Potential Providers | **Clarification Question period closes**  Please submit all clarification questions by 23:59hrs  Please note that we aim to publish all response to Q&A within 24hrs |
| 15/12/2015 | Potential Providers | **Submission Deadline**  Potential Provider must upload submission to the eSourcing suite by 12:00noon |
| 22/12/2015 | Potential Providers & Customer | **Demonstration, Testing and Scrutiny** |
| 23/12/2015 |  | **Award Notification**  Publish Successful and un-successful Potential Providers. |
| 04/01/2015 |  | **Expected "Commencement Date" for Call-Off Contract/s** |

KEY DELIVERY DATES

|  |  |  |
| --- | --- | --- |
| PROJECT PHASES | START DATE | COMPLETION DATE |
| [Discovery](https://www.gov.uk/service-manual/phases/discovery.html) | 04/01/2016 | 05/02/2016 |

# 

CURRENT SITUATION / BACKGROUND INFORMATION

The British Army's website(s) has changed little since it was launched in 2008, while on other channels such as Facebook and Twitter the Army is successfully engaging users and continues to grow this audience. Recent developments in website design, search engine optimization and the need to engage with rather than ‘talk at’ the audience mean the time is right for change.

To ensure that the digital estate is fit for purpose while being flexible enough to respond to industry or government guidelines the Army must adopt a user focused approach to delivering its messages.  An essential element of this project is to ensure the Army overcomes the lack of Suitably Qualified and Experienced Personnel (SQEP) within the digital workspace.

1. The latest online [**user survey**](http://defenceintranet.diif.r.mil.uk/libraries/1/Docs7/20150618.1/20150626-Army_website_user_survey_report-O.pdf) contains a wealth of anecdotal evidence, which confirms that users are increasingly frustrated with the quality and web-suitability of content, elements of the design and the navigation and search facilities.  The pace of change and the difficulty securing the scheduling of technical improvements and lack of internal resource continues to hamper efforts.  There is a major delta between the current website design software and behind the scenes technology, which severely impacts on the variety of devices on which they can be accessed.

2. The current Army digital estate is in contract for a further 12 months, allowing us time to investigate and migrate.  The results of this research project will inform the development of a new contractual agreement, which will be let through the proscribed procurement pipeline.

3. Providing a reliable, dynamic and trusted public facing web presence is essential and has been agreed within DDC and by the Department’s Digital Leader reflecting:

a.             The importance of the Internet as a public information and staff communication channel.

b.             The ongoing focus across government on digital methods of delivery.

c.             The need to demonstrate that the Army strives for value for money in a changing world with ever decreasing finances.

4. In order to meet [Digital by Default](https://www.gov.uk/service-manual/digital-by-default) standards the Army will use this User Experience study as a first stage in the proposal and plan of a longer term project to address the shortcomings of the site with an improvement plan.  Additionally, a quantitative and qualitative content audit will catalogue current digital assets and help inform what content is relevant to our audience and should be kept. A combination of the user experience research and content audit will help to identify how and where to improve content for both user engagement, strategic messaging, and to identify redundant content.

CURRENT ROLES AND RESPONSIBILITIES OF THE CUSTOMER

|  |  |
| --- | --- |
| **Role** | **Responsibilities** |
| **Head of Digital** | Service Manager - Oversee and sign off outcomes |
| **Strategy Information Architect** | Working with the chosen company to use internal resource and information already gained to supplement the work from the chosen company |

CURRENT TECHNOLOGIES AND LANGUAGES

Not relevant as this is a study on what is there for the external world to see

REQUIRED OUTCOMES

**Content Audit** - The aim is for the agency to produce recommendations on the future content, governance, and types of information/communications that should make up the profile of the Army Internet presence. The quantitative audit will be an automated process of the whole of the Army web presence. The qualitative audit will cover 10% of the most important content (based on Army communication priorities and web analytics).

**User Testing** – This will be a series of activities including face to face moderated user testing, remote moderated user testing, and remote un-moderated user testing with internal and external audience groups.  This will help form recommendations for development work based on qualitative understanding of user behaviour in defined and undefined tasks.

**Card Sorting** – A vital element of the user journey is understanding how the audience structures information they are looking for and importantly how we should structure what we want to tell them, using appropriate language.  This activity will be conducted qualitatively on a small scale with a representative segment of each defined audience group.

**Validation** – The validation phase will help confirm or deny that the insight gained from the User Testing and Card Sorting is valid.  The resulting Information Architecture (IA) will ensure we present the right content, using the right language in an accessible form for all audience groups.  Importantly the IA will help to ensure a higher rate of engagement and audience retention.

The Card Sorting and Validation exercises will focus on a ‘Minimum Viable Product’ (MVP) information architecture, thus the most important digital content will be launched first and other content will be iteratively improved and launched based on Army and user priorities. This methodology reduces the upfront development cost, particular for an organisation such as the Army with its extensive repository of content.

**Technology** – Crucially, the insight gained from the User Experience study will inform the technological development pipeline. This will help to ensure that the new ‘website’ will be fully compliant with the Government Communications Plan 2015 in terms of responsiveness and accessibility.

**Service Delivery Plan** – should provide a breakdown of the required roles and appropriate delivery team structure, scale and service delivery processes (including content strategy/delivery and technical development).

Outputs from these activities will provide:

* Personas (user needs and user stories)
* Understanding of capabilities required to complete the alpha (development phase) of the project
* Ability to scope and plan the alpha phase (service delivery plan)

All of each are required of a discovery phase in the Digital by Default standards.

REQUIRED CAPABILITIES AND OUTCOMES OF THE SUPPLIER

|  |  |
| --- | --- |
| Required Capabilities and Outcomes of the Supplier | |
| **Capabilities** | **Outcomes** |
| **Agile Product Design & Delivery** | **Project / Delivery Manager** – responsibilities will be to manage the timescales and deliverables of the project.  **Business Analyst** – this role will be involved in the creation of the service delivery plan to understand the required resources and costs for the alpha phase – understanding what is required for the Minimum Viable Product and a phased plan to implement a full site.  Multiple roles can be undertaken by one person. |
| **Content Design, Editorial and Strategy** | **Content Designer / Content Expert** - this role will to feed into the service delivery plan and will be involved in the Content Audit and Information Architecture development.  Multiple roles can be undertaken by one person. |
| **User Research (UX Design)** | **Researcher** – responsibilities include undertaking the user testing and card sorting aspects of the project. They will also be involved in the content audit and information architecture development. Output will include:   * Personas (user needs and user stories) * Understanding of capabilities required to complete the alpha (development phase) of the project * Information Architecture of Minimum Viable Product   Multiple roles can be undertaken by one person. |

## 

We believe the roles described above are those that we require to complete the Discovery Phase; however we are not limiting ourselves to just these roles. We are open to suggestions as to other roles that may be needed within the 3 capabilities specified. Suppliers are free to suggest alternatives, providing justification in their proposals.

THE METHODOLOGY

[

GOVERNANCE

A weekly meeting to update on progress.

A process in place for us to be kept informed of matters of importance.

TERMS AND CONDITIONS

Please note that Customer specific Terms and Conditions apply to this agreement. Please refer to the Call-Off Contract Part A, for further information. Please note that these terms will supersede the standard terms within Call-Off Contract Part C Call-Off Terms and Conditions

The following DEFCON’s apply to this agreement:

|  |  |
| --- | --- |
| DEFCON 5J (Edn 07/08) | Unique Identifiers |
| DEFCON 129J (Edn 07/08) | The Use Of The Electronic Business Delivery Form |
| DEFCON 501 (Edn 12/14) | Definitions And Interpretations |
| DEFCON 507 (Edn 10/98) | Delivery |
| DEFCON 515 (Edn 10/04) | Bankruptcy and Insolvency |
| DEFCON 518 (Edn 11/12) | Transfer |
| DEFCON 520 (Edn 07/11) | Corrupt Gifts And Payments Of Commission |
| DEFCON 521 (Edn 04/12) | Subcontracting To Supported Businessesc |
| DEFCON 522J (Edn 05/03) | Payment Under P2P |
| DEFCON 522JA (Edn 04/09) | Payment Under P2P - Matching The Invoice And Order (Two-way Match) |
| DEFCON 525 (Edn 10/98) | Acceptance |
| DEFCON 530A (Edn 12/14) | Dispute Resolution (Scots Law) |
| DEFCON 531 (Edn 11/14) | Disclosure Of Information |
| DEFCON 534 (Edn 06/97) | Prompt Payment (Subcontracts) |
| DEFCON 550 (Edn 02/14) | Child Labour And Employment Law |
| DEFCON 566 (Edn 07/14) | Change Of Control Of Contractor |
| DEFCON 595 (Edn 10/04) | General Purpose Automatic Test Equipment Data Requirements |
| DEFCON 76 (Edn 12/06) | Contractor's Personnel At Government Establishments |
| DEFCON 92 (Edn 08/90) | Failure of Performance |
| DEFCON 614 (Edn 09/03) | Default |
| DEFCON 632 (Edn 08/12) | Third Party Intellectual Property - Rights & Restrictions |
| DEFCON 602 A | Quality Plans |
| DEFCON 608 | Contractors Facilities |

EVALUATION STAGES, MINIMUM PASS MARKS & PRICE EVALUATION

## Evaluation will follow the approach below:

## Technical & Cultural evaluation

* Demonstration, Testing and Scrutiny

## Pricing evaluation

MINIMUM PASS MARKS:

## In order for Potential Providers to progress they must achieve or exceed the Minimum Pass Mark, as defined in the Award Questionnaire.

|  |  |
| --- | --- |
| Stage 1: Technical & Cultural evaluation | All Potential Providers who achieve the required Minimum Pass Mark for a Lot will be added to the Short List, and will be eligible to continue in the Further Competition. |
| **Stage 2:** Practical Demonstration, and Scrutiny of the resources proposed by the supplier | Suppliers who meet the Minimum Pass Marks specified for Part A Supplier Confirmation, and Part B1 Written Submission; will be required to complete Part B2 Practical Demonstration of a particular skill (specified within the Award Questionnaire) in order to evidence capability.  Supplier resources will be required to respond to the Scrutiny questions stipulated within the Award Questionnaire. Each shortlisted Supplier must achieve the Minimum Pass Marks identified in the Award Questionnaire to continue in the Further Competition. |
| Stage 3: Pricingevaluation | For each Further Competition the Customer has a choice as to how they wish the pricing to be evaluated. In this instance the Customer has specified Combined Evaluation as their chosen price evaluation method. For more information please see the Evaluation Guidance document held on the e-Sourcing suite. Please note that pricing will only be evaluated for those shortlisted suppliers that have met the Minimum Pass Marks for the preceding evaluation stages |