

## **Clarification Note To Tender**

### **Question:**

CMS: - CMS4 - what is that?

### **Answer:**

Bespoke CMS platform developed in PHP/MYSQL

### **Question:**

What is the existing content management system?

### **Answer:**

CMS4

### **Question:**

CMS email template - what is this?

### **Answer:**

Email template that sends order related email from the CMS platform

### **Question:**

Is the site to be developed in Shopify?

### **Answer**

Yes if this is deemed the most suitable CMS platform to work with CMS4

### **Question:**

Is it possible for you to provide a sample of your analytics for [skinflintdesign.co.uk](http://skinflintdesign.co.uk)

### **Answer:**

Not at tender stage

### **Question:**

Are there any KPI's for this project you are committed to internally or as a result of winning a grant or other form of funding?

### **Answer:**

No

### **Question:**

Is there a further breakdown to weighting of the tender scoring criteria?

### **Answer:**

No.

**Question:**

Is there a format which is you prefer for us to present our proposal?

**Answer:**

No.

**Question:**

If there is not a format in which you prefer for us to present our proposal do we use our normal proposal template?

**Answer**

Yes

**Question:**

Is a minimum of 5 years experience in the field required?

**Answer**

Yes

**Question:**

Is the separate branding & copy review being undertaken by a third party(s)

**Answer**

Yes

**Question:**

Will there be a requirement for further support in terms of graphic support, social media and marketing?

**Answer:**

No

**Question:**

Is there a requirement for email hosting?

**Answer:**

No

**Question:**

Content – is all writing, photography and videography being supplied by Skinflint?

**Answer**

Yes

**Question:**

Could we request further clarification on the Code – CMS Management System Templates section – “they will need to be recoded to work on a subdomain and any associated workflows reconfigured”.

**Answer:**

It is our understanding that some areas of the website may need to be implemented on sub domains so various areas of existing code may need to be refactored

**Question:**

UI – CMS Management System Templates: The existing Content Management System that runs the business has client facing functionality which will need to be brought into the new website design. This will run on a sub-domain.

Is this functionality the customer account/login system? Can you provide further details?

**Answer:**

Some trade specific client workflows may need to work on a subdomain

**Question:**

What sub-domain would you want this to be in? Would this not be in the main website?

**Answer:**

clients.skinflintdesign.co.uk – a new subdomain could be called this

**Question:**

Code - CMS Management System Templates: There are a number of client facing pages that are output from the CMS platform. As such they will need to be recoded to work on a subdomain and any associated workflows reconfigured.

As above, what sub-domain would you want this to be in? Would this not be in the main website?

**Answer:**

clients.skinflintdesign.co.uk – a new subdomain could be called this

**Question:**

Code - CMS recoding to enable existing workflow to align with Shopify platform: Various code and workflow changes will be needed within the existing CMS platform to enable it to be integrated with the Shopify platform.

Code - CMS enhancements: CMS platform will need various enhancements and new data fields added to provide the required product data feeds to Shopify to include new meta data.

Can you give further examples of these enhancements?

**Answer:**

The exact detail of the CMS and workflow changes will become apparent further to the UX process

**Question:**

Are you planning on integrating your current CMS with Shopify?

**Answer:**

Yes as long as this is seen to be the best solution

**Question:**

Do you just want us to keep certain features of your existing website to the new shopify platform or are you wanting to keep your current CMS as it is?

**Answer:**

We need to use the current CMS workflow as it runs a number of aspects of our business

**Question:**

As Shopify is its own ecommerce platform, will you require us to migrate data over to the new shopify platform?

**Answer:**

No, we expect the Shopify / API feed to be used as we expect a number of content, data and workflow elements to be managed via the existing CMS

**Question:**

Are you planning on modifying your current site or getting a completely new one developed?

**Answer:**

New Site developed to work in conjunction with existing CMS

**Question:**

Have you got a deadline for the new website to be launched?

**Answer:**

No timeframe detailed until tender stage completed

**Question:**

Within the project specification, what areas are required by the website development company. From my understanding SEO (phase 1), UX Functional design, UI design implementation, functional coding development, Systems integration, SEO (phase 2), Digital strategy implementation, testing & QA and deployment would be our responsibility, whereas content strategy and client content build would be Skinflint and the branding/copy company's responsibility. Is this correct?

**Answer:**

Yes, unless a better solution is presented

**Question:**

6.3 you have requested for references to be included. In this respect do you require contact references or references to projects delivered?

**Answer:**

Both contact references and projects delivered

**Question:**

Can you also confirm whether the budget includes VAT

**Answer**

The budget does not include VAT

**Question:**

Does the budget include travel/accommodation expenses?

**Answer**

Yes

**Question:**

Product PDF downloads - How do you currently create these product PDF's? Would you be open to alternative solutions to creating these if it improved workflow?

**Answer:**

The PDF's are generated via PHP templates outputting to PDF

**Question:**

The current Skinflint online store offers multiple currencies, is this something you require for the new site?

**Answer:**

Yes

**Question:**

Do you require multi-lingual support for the new website?

**Answer:**

Yes for ongoing future phases of the project