**SPECIFICATION OF REQUIREMENTS FOR THE**

**PROCUREMENT OF DESIGN AND RE-DESIGN SERVICES FOR STANDALONE MICROSITES AT THE ROYAL BOROUGH OF KENSINGTON AND CHELSEA**

**JULY 2017**

**Author: M. MILEUSNIC**

**TABLE OF CONTENTS**

| ***Section number*** | ***Section*** | ***Page*** |
| --- | --- | --- |
| 1 | Introduction | 3 |
| 2 | Background | 3 |
| 3 | Scope and Objectives | 4 |
| 4 | System Specification: Essential / Desirable Requirements | 5 |
| 5 | Compliance Requirements | 5 |

**1. INTRODUCTION**

Royal Borough of Kensington and Chelsea (RBKC) will be procuring design agency services for the redesign of two microsites and a brand new design of one microsite.

Each business service is looking to continue to make improvements and attract more visitors (current microsite design is not mobile friendly).

**2. BACKGROUND**

Currently we are running RBKC corporate website, corporate microsites and standalone microsites on two different Web Content Management platforms: Alterian and Drupal.

Our users are accessing the web in very different ways, most significantly ‘on the move’: 37.05% of views of those two sites take place on a mobile, nearly 12.50% via a tablet (source: SiteImprove RBKC analytics tool June 2017)

|  |  |  |
| --- | --- | --- |
| **Microsite** | **Mobile** | **Tablet** |
| RBKC Venues | 34.4% | 8.0% |
| Visit K&C | 39.7% | 17.0% |
| **Average** | **37.05%** | **12.50%** |

There are number of reasons why we require to migrate two microsites across to Drupal platform and redesign them concurrently:

* New shared CMS platform Drupal in place
* Old Alterian platform is not supported, and consequently there is a risk associated with it.
* The redesign of two microsites is driven by the following factors:
* Migration into Drupal and decommissioning of old Alterian platform
* The need to be mobile responsive
* Day-to-day management requires to be more efficient
* Future proof of design

Brand new design of one microsite (wedding) is included within this project.

**3. OVERALL SCOPE AND OBJECTIVES**

The Royal Borough of Kensington and Chelsea is looking for a suitably qualified design agency to supply a unique design for each microsite and improve the information architecture (structure), visual design and usability.

The redesign solution should meet a number of essential and unique requirements (set out in the client briefs), including the following.

Each of three microsites:

* requires to be responsive in nature (including all common mobile phones and tablet types being used by visitors and residents). End user experience should be broadly similar no matter what device they use to access the site: desktop, mobile or tablet. Out of scope - a separate mobile site.
* information architecture, visual design and usability requires to be improved
* the new design for each microsite will be unique, however should retain RBKC logo and consistency between headers and footers
* look and feel for each microsite – a minimum of two different design concepts to be presented by a design agency
* has its own business needs (specified in the client briefs), which should be factored into the design.
* redesign should adhere to RBKC design principles (under compliance requirements below)
* needs to be accessible in all browsers (e.g. Firefox, Chrome, IE, Safari)
* needs to be accessible on all devices (e.g. Mobile, Tablet, Laptop, Desktop)
* needs to be accessible on all operating systems (e.g. Android, IOs)
* design template for ecommerce functionality (payment – security of data) – development and/or provision of backend is out of scope
* design template for an intelligent booking / contact form (multiple options, data capture) – development and/or provision of backend is out of scope
* enable data collection through a new set of data forms
* page design should accommodate all media (photography, virtual tours, videos etc.). Provision of photography, virtual tours, videos is out of scope
* the new design of each microsite should provide a solution which is adaptable to future business needs (at least 5 years); it should allow for flexibility in redesign with an emphasis on individual business needs.

The contract being awarded is for the design services solution for each microsite, including all relevant phases (discovery, IA and design). The client brief provides essential and unique requirements for redesign services to be supplied. The contract will be awarded for the length of the design service.

Suppliers are requested to detail, with reference to the specification, how they will redesign each microsite required, together with a timeline for each stage (discovery etc.). It is anticipated that the prioritisation of microsites will be as follows:

* Visit Kensington and Chelsea
* Wedding site
* RBKC Venues

Full and clear notice should also be provided of what assistance and resources are required from the Council in order to have new design in place. A project plan should be provided outlining the full redesign process.

**4. SYSTEM SPECIFICATION**

* 1. **Essential requirements**

See attached, including all individual client briefs (client briefs provide essential and unique requirements for each microsite).

* 1. **Desirable requirements - professional and technical ability**
     1. **Case studies/design examples**

Please provide written case studies/design examples of similar projects (mobile responsive) from the past (at least three years). Include the following:

* Number of similar projects
* Project and client name
* Contract period
* Contract value
* Description of project/work
* The final design (live website)
* Specify aspects of project that went wrong and how did you mitigate it
* How did you ensure that design meets web accessibility standards and best practices?
  + 1. **Work proposal execution**

Please describe how you would address the requirements of the briefs (describe any work stages, methodologies or tools that you use)

* + 1. **Qualifications and experience**

Please provide a brief statement of the qualifications and experience of the personnel you will deploy to perform the services

**5. COMPLIANCE REQUIREMENTS**

Providers should provide a solution which is fully compatible with the following Council requirements.

**5.1 Web accessibility and technical standards**

Each microsite must satisfy web accessibility guidelines.

Microsite should conform to the Guidelines for UK government websites, it supports the Worldwide Web Consortium’s (W3C) Web Content Accessibility Guidelines 2.0, Level A, to ensure a web accessibility standard has been achieved and is maintained.  
For more information, see:

* Web Accessibility Initiative: [www.w3.org/WAI](http://www.w3.org/WAI/)
* guidelines for UK government websites: [www.cabinetoffice.gov.uk](http://www.cabinetoffice.gov.uk/)

**5.2 Design principles**

1. User needs first
2. Continually design with data, anticipate needs
3. Do the hard work to make it simple
4. Reduce, reduce, reduce again
5. Be consistent
6. User task is first, our message is last
7. Don’t repeat effort
8. Responsive, device agnostic web design and development

**5.3 Design manual – for information only**

<https://www.rbkc.gov.uk/rbkc-digital-services/our-design-manual/our-design-manual>