Website Upgrades: The Digital Alberta Directory

Request for Proposals

Project Summary

Digital Alberta is seeking a web developer to improve our directory website, which includes our job board. The proposed project will enhance the functionalities of the Digital Alberta Directory so that it can further benefit companies, students, and freelancers and increase industry-academic collaboration. We require both design and development work and wish to find a partner with strong Wordpress CMS expertise who can work with us. Our directory website can be found at: https://digitalalberta.com/directory/

About Digital Alberta

Digital Alberta is a non-profit organization that represents digital technology and interactive digital media companies in Alberta. Over the years, the organization has undergone significant changes to meet changing needs within the digital technology sector. Our mandate is to support, connect, and promote Alberta's digital community and to make Digital a recognized driver of Alberta's economy. We represent software, application development, gaming, education, e-learning, web development, marketing, e-commerce, art and content producers. Our membership comprises over two thousand individual members, including over 130 students and approximately 50 corporate members.

Some of the activities we undertake to support Alberta's digital technology companies include promotion and advocacy for the sector, and creating new pipeline of qualified talent. Our "Digital Alberta Directory" plays an instrumental role in accomplishing this mandate. The directory was developed in 2016 and has very basic functionalities. We believe it to be a strong tool to increase collaboration, generate new business opportunities and fill the demand and supply gap for skilled talent in the digital technology sector. The directory also includes our Job Board, one of the key drivers for new corporate membership, which currently allows for unlimited postings over the course of a membership year.

About the Directory

The Digital Alberta Directory, found at https://digitalalberta.com/directory/, is a listing of businesses and freelancers who offer digital services in Alberta. The current directory is a custom WordPress theme that uses the paid MemberMouse module to

handle member management (subscription payments, level of membership, expiry, and the like). Any digital business can opt to join Digital Alberta through the directory by selecting their tier of business and creating a profile. This, in turn, creates a public profile for the business while also providing the ability to publish jobs to the job board. The original Directory was developed in 2016 and we are looking to improve and extend its functionality to meet our organizational objectives.

Requirements

As Alberta's industry representative for digital firms, we want you to thrive, including on this project. We've identified six high-level features that we need to improve, and the funding for this project is contingent on delivering improved value to our stakeholders. We recognize that you won't be able to provide detailed quotes based on the features below. We'd like to hear from you how you'd approach each function, and what experience you've got solving similar problems.

Once we select a partner who can provide the best outcomes, we'll work with you collaboratively in a discovery process to unpack the requirements for this project. We'll negotiate a final set of deliverables and features to form the basis of our contract together once the discovery is complete.

You'll get a chance to review the current site code, to meet with us and unpack these major features, to perform user research if that's part of your process, and then respond with a plan that you are comfortable committing to that outlines how you'll approach each major feature and what the definition of done will be. We'll include that plan in our contract together and it will form the basis of our agreement.

The key functionalities that must be improved as part of this project include:

1. The current sign-up process works, but there are many points in the process where the user experience needs to improve. We want to work with you to identify how content, design, and functional improvements could make sign-up a breeze for our potential members.
2. Some of the member profile features are only partially implemented. We'd like to review how member profiles work and ensure that it's providing value and a good experience for our members.
3. We want to encourage social media sharing/referrals for business development activities, and would like your thoughts on how to better support those activities.
4. We want a survey tool integrated into our membership database to make it easier to reach out to our members to acquire market insights.

5. We want to encourage industry-academic collaboration for talent development and training, so want to explore how we can create online collaboration capabilities - i.e. threaded discussions and file sharing.
6. We want to enable post-secondary institutions to showcase digital programs that can help Alberta's digital technology companies. We'll need to create a way for these institutions to publish program content to member companies.
7. As part of this release, we want to re-visit membership levels and options -- we may want to introduce additional membership levels for major corporate partners and post-secondary institutions. Pay-to-post job postings may also be a consideration.

The successful proponent will provide project management from the project start date to the launch of the upgraded directory site, including regular project meetings and ongoing communication with staff and other stakeholders as required.

Budget

Project Expense	Description	Amount
Web Development	WordPress development, interface design, quality assurance testing and project management as related to the high-level Requirements.	$30,000
Web Maintenance	Ongoing fixes, hosting, development contingency for a period of 10 months post-launch.	$15,000
	Total:	$45,000

Budget is exclusive of GST.

Project Timeline

This timeline will be negotiated with the successful proponent.

Task	**Timing**
Deadline for submissions	March 8, 2019

Proponent selected	March 22, 2019
Project kickoff	April 5, 2019
Features available for UAT	May 31, 2019
Maintenance period begins	July 2, 2019

Format/Proposal Details

Please include the following (page limits are suggestions, not part of the evaluation criteria):

- Overview of your company and services (1-2 pages)
- Examples of similar projects (3-4 pages)
- Summary of your approach and methodology for the project (2-3 pages)
- Description of how support and maintenance will be handled (1 page)
- Client references (please provide 3)

While this RFP is not restricted to Alberta companies, we expect that your team will have the ability to meet with Digital Alberta board members in person from time to time throughout the contract in either Calgary or Edmonton. We do not have additional budget for travel or expenses.

Please email completed proposals in .pdf format to kendra.connor@digitalalberta.com.

Deadline for Submissions: **March 8, 2019**

Evaluation

Applications will be considered based on:

- Experience in web development, particularly with similar projects
- Quality of previous work
- Ability to complete the project on our timeline
- Proposed approach and methodology
- Client references

Please direct all inquiries before March 1, 2019, to:

Kendra Connor, Community and Sponsorship Lead with Digital Alberta

kendra.connor@digitalalberta.com

(780) 964 6271