



STATE OF NEW HAMPSHIRE
DEPARTMENT OF EDUCATION
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Questions and Answers For DOE Website Redesign Phase I

1. Do we need to come over there for meetings?

No, but you would need to explain your proposed communication process in your bid

2. Can companies from Outside USA or NH can apply for this?

yes, but the company needs to be a vendor with the State of New Hampshire. This information can be found at <https://das.nh.gov/purchasing/vendor.asp>.

3. When do you intend to name a vendor?

TBD has to go through Governor & Council approval. But this project needs to be initiated before the end of our fiscal year in June 2018.

4. Is the DOE open to a proposal that also addresses the build-out phase of the project?

Build out is part of Phase II, for which we will issue a second RFP.

5. Is the winner of the Phase I competition eligible to compete for the Phase II award? –

We anticipate that the selected vendor for Phase I will be able to bid on Phase II. The design should be created so that anyone can develop/implement it.

6. The Requirements/ Deliverable section states, "Produce simulations of the web site functionality, navigation and experience". Can you please elaborate what kind of simulation DOE is expecting?

That is up to the vendor. It could be paper, PowerPoint, HTML, another program, etc.

7. You say that the vendor is to develop necessary artwork and graphics. Do you not have any redeeming assets that can be used - photography, infographics, graphics, original artwork, etc..? Some do exist Are you open to original photography? Yes. But it would have to be royalty free.

8. Do you anticipate that we will have an opportunity to conduct user research with representatives from your target audiences? Yes

- Can the NH DOE provide contacts? If needed, but be specific with your request.

9. Content knowledge of the DOE's aspirations for student education - Can you please expand? Does this mean only vendors currently working with the institution? Or otherwise? [Anyone is eligible , we are looking for someone that has a sense of the NH DOE aspirations](#)

10. What kind of website analytics are available? Do you capture heat maps of user clicks on different interfaces, screen recordings of user interaction with your pages, collect user feedback through the site or conduct online surveys or polls related to the website, etc?
[We currently have Webtrends We will send that out shortly.](#)

11. A redesign should serve your content. Are you planning any content revisions/rewrites as a part of this project? If so, what type of support are you looking for?
[Yes, the content will change but that will be determined throughout the process](#)

12. Is there new functionality you would like to introduce on the website? If yes, can you please describe the nature and scope of that new functionality?
[There is nothing on the site at this time but please include any suggested functionality in your proposal. We anticipate the need to process credit cards, utilize online forms, mobile vs. desktop experience, auto screen resizing, embedded video, etc. ...](#)

13. In section 1.1 the RFP links to standards and best practices that are a few years old. In one case, the standards require use of Adobe Contribute which reached end-of-life in 2016 and is no longer supported or updated. We see some other design requirements that seem limiting or outdated. How much leeway do we have in suggesting more modern approaches in our proposal?
[Do not let that be a constraint at this time. Feel free to recommend platform\(s\) and add assumptions.](#)

14. Do you want the proposal to stick with the current site map?
[We do not want it to reflect our current organization structure, it should be more intuitive.](#)

15. Have you decided on content and who will be moving it?
[No, since we will be keeping, updating, and creating content](#)

16. Are there any guidelines for the proposal submission?
[There is not a set format](#)

17. Pricing format?
[We do not want to dictate a pricing format, except that it must be in US currency. À la carte is okay as long there is a clear way to get to the final price. You can provide pricing on the technology behind your design, but that is not required. You can provide options to pick and choose, but it must be easy to get to the final price.](#)

18. Do you have existing brand standards and guidelines including a style guide for the DOE? If you do not, would you like us to propose this as part of our deliverables? (A

guide would include comprehensive guidelines for the use of the NH DOE logo as well as color palette and guidelines for everything from icons, typography and grid to buttons and hover-states, image sizing and use, etc.) [We are open to any and all design ideas for logo, brand, etc.](#)

19. Anyone tasked with taxonomy to make Search easier?

[We have people tasked but not implemented well.](#)

20. Can you update the Content requirements for the RFP?

[We will not re-issue or update the RFP. All updates will be made through the Q&A session.](#)

21. Are there any messaging & taglines already in place from a consistency standpoint that we should be aware of in the design?

[There are no constraints in mind. There are other agencies that the DoE works closely with, namely: Community College System of New Hampshire \(CCSNH\), University System of New Hampshire \(USNH\), and Business and Economic Affairs \(BEA, formerly DRED – Department of Resources and Economic Development\).](#)

22. Will there be “rounds” to the RFP or will you be selecting someone based on the first proposals submitted on Feb 22nd? Will you pick a few finalists from the proposals submitted and then those 3 come in for further presentation.

[That will depend on the proposals we receive. Due to the time constraints we hope to pick a vendor as quickly as possible, however if the commissioner feels the need for further presentation we will go that route.](#)

Clarification of

5.1.1 a letter of interest detailing professional and education experience as related to the Project Overview (section 1.1)

5.1.2 a detailed work plan articulating the applicants approach to assisting the NH Department of Education with the requirements and deliverables (section 2.0); and

5.1.3 a current resume with three (3) references

[Please submit a summary of the company’s background with three client references](#)

Restatement of Deliverables

- [Accessibility Standards \(WCAG 2.0 AA\)](#)
- [Sitemap](#)
- [Wireframe](#)
- [Logo design](#)
- [Template](#)
- [User interface/look and feel](#)
- [Style tiles, colors, buttons, etc.](#)