



Request for Proposal

Website Development
for the
Chrysler Museum of Art

Solicitation Title: **2018 Chrysler Museum of Art Website Development**
Solicitation Sent: **January 31, 2018**
Solicitation Due Date: **March 2, 2018**
Solicitation Award Date: **March 23, 2018**

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1.0 STATEMENT OF PURPOSE

The Chrysler Museum of Art seeks a partner (the "Proponent") to respond to this Request For Proposal ("RFP") to design and develop a new website at www.chrysler.org to be completed and delivered to the Chrysler Museum in October 2018. The successful candidate(s) will be selected to develop and deploy the completed website based on an assessment of skills and project scope.

2.0 PREPARATION OF RESPONSE

2.1 How to Respond

Please provide a comprehensive and sufficiently detailed Proposal, following the recommended format outlined in Section 5. Please include pricing details with a breakdown of work and design methodology that will permit a complete evaluation in accordance with the criteria set herein.

Proposals must be sent as two separate PDF files via electronic means: one complete proposal with cost information; and one complete proposal without cost information. Submissions that include any comment over and above the specific information requested in this RFP should be submitted as a separate appendix to the Proposal.

Proposals should be delivered to:

Meredith Gray,
Director of Communications
Chrysler Museum of Art
mgray@chrysler.org

Proposals must be successfully received by the Solicitation Closing Date no later than 5:00 p.m. ET, March 2, 2018. Each proposal shall be signed by an official authorized to bind the vendor and shall contain a statement that the proposal is firm for 30 days immediately following the date of submission. The signer of the proposal must declare that all person, companies or parties interested in the contract as principals are named therein; that the proposal is made without collusion with any other person, persons, company or parties submitting a proposal; that it is in all respects fair and in good faith without collusion or fraud; and that the signer of the proposal has authority to contractually bind the vendor.

Proposals received on or before the stipulated Closing Date and time will become the property of the Chrysler Museum of Art and will not be returned.

Should additional critical proposal information come to light during the question phase, it will be shared with all RFP participants.

2.2 Bids

Proposals in response to this RFP shall be in US dollars.

2.3 Contact

All correspondence, questions or requests for clarification concerning this RFP should be submitted by email by **Friday, February 23, 2018** with the title of the RFP in the subject line to:

Meredith Gray
Director of Communications
mgray@chrysler.org

3.0 BACKGROUND

3.1 About the Chrysler Museum of Art

The Chrysler Museum of Art is one of America's most distinguished mid-sized art museums, with a nationally recognized collection of more than 30,000 objects, including one of the great glass collections in America. The core of the Chrysler's collection comes from Walter P. Chrysler, Jr., an avid art collector who donated thousands of objects from his private collection to the Museum. The Museum, expanded in 2014 to add additional gallery spaces and amenities for visitors, now has growing collections in many areas and mounts an ambitious schedule of visiting exhibitions and educational programs each season. The Chrysler has also been recognized nationally for its unique commitment to hospitality with its innovative gallery host program.

The Perry Glass Studio is a state-of-art facility on the Museum's campus. The studio offers programming for aspiring and master artists alike in a variety of processes including glassblowing, fusing, flameworking, coldworking and neon. The studio has also cultivated a reputation for its cutting-edge performance evenings, and was the host venue of the 2017 Glass Arts Society Conference.

In addition, the Chrysler Museum of Art administers two historic houses in downtown Norfolk: the Moses Myers House and the Willoughby-Baylor House, as well as the Jean Outland Chrysler Library on the campus of Old Dominion University. General admission is free at all venues. For more information on the Chrysler Museum of Art, visit chrysler.org.

3.2 Audiences

The audience of chrysler.org consists of museum visitors, donors, glass enthusiasts, scholars, living artists, students and the general public. In the past six months, July–December, 117,500 users visited 471,175 unique pages on the existing site.

While some users have been with the Chrysler for a long time, new users are not attracted to our website's brand. Our primary audience is users planning their visit to the Museum. Our secondary audience is people signing up for a glass class or Museum program.

Our most visited pages include class registration, the Glass Studio and our current exhibition schedule. We have seen an increased visitation to our class registration pages and from surrounding cities in Hampton Roads over the past year. Our website audience in Norfolk, where the Museum is located, has decreased.

3.3 Strategic Goals and Objectives

Our current website was built in 2010 and does not serve us well anymore. The design is outdated and does not accurately represent the Museum. The navigation is extremely clunky and not at all intuitive. There are too many duplicative pages and our content is not engaging. Even Museum employees

have a hard time finding things on our site. The CMS is outdated and no longer functions for our needs. As a work around, a former staffer created custom coded pages which are not user-friendly for the majority of our staff.

The main site, chrysler.org, serves as the conduit to three existing modules that connect to our library database, collection database, and portions of our point of sale (class registration, membership and donations.) As a result, chrysler.org is the foundation of several content components that will need to be accounted for in the design and development approach.

We want our new site to be friendly for a variety of user types. Within moments on our site, we want people to know we are a free, world-class art museum that is a welcoming place for everyone.

The new website should support the following goals:

- **Goal 1**–To inform, educate and engage our visitors before, during and after their physical visit to the Museum.
- **Goal 2**–Increase accessibility - Mobile friendly Universal Design principles should be followed and accessibility features should be enabled.
- **Goal 3**–Increase and promote online giving to the Museum.
- **Goal 4**–Improve functionality and connection between the event calendar and third-party program registration software including more robust search function.
- **Goal 5**–Provide engaging collection based content to our website visitors and increase visibility/access to our newly updated online collection database (TMS/eMuseum).
- **Goal 6**–Increase user engagement and social sharing.
- **Goal 7**–Track quantitative data about usage frequency to determine direction for future innovation and to build stronger and more lasting relationships with our guests.
- **Goal 8**–Improve internal museum staff communications.

3.3.1 Content Development

Once a content structure is designed for the new site, the contractor will work closely with Chrysler staff to create assets and content including but not limited to text, graphics, audio, video, and other tools that help enhance user experience. The Chrysler has an existing catalog of collection and gallery images as well as object text that can be used. We are not currently happy with the site architecture and pages and are open to guidance in how the content is created and displayed.

3.3.2 Technical Environment

Networked Environment

The new site will need to be transferred from our existing host provider and hosted.

The entire Museum has strong WiFi access. Any suggestion made by proposers to enhance location based services during and after a museum visit, such as low energy bluetooth beacons, should be considered an addition to the project cost and appropriate costs for development and deployment should be included as a separate line item or addendum in the proposed budget.

Intergrations

- Outbound and/or Raiser's Edge
- eMuseum
- The Library Corporation
- Google Analytics
- Mailchimp

Content Management

The Chrysler's current content management system is BigTree. Chrysler staff are comfortable working with WordPress but are not opposed to the opportunity to learn Drupal.

APIs and additional services are available for our online giving/event registration system and online collection database. If the utilization of these APIs will advance our site, please include this information and budget in the proposal.

As part of the content management system, Chrysler staff will need the ability to upload and add a variety of content types including, but not limited to text, images, and video. A basic validation and approval process should be part of a production workflow and include at least two types of users covering basic authoring and approvals of content.

Cloud Approach / Server Locations

During the course of the project, it is acceptable for the contractor to maintain a development environment within their own technical environment as long as the software, content, and assets developed are migrated to the Chrysler's preferred hosting environment.

Warranty / Maintenance

Developed software and systems as designed for this project should include a minimum of six month warranty and maintenance period to cover additional software bugs and issues requiring additional effort to resolve not discovered during development. This warranty period initiates at the time of project completion. This warranty extends to any and all software, systems, integration, and other technical features designed by the contractor as part of their proposed solution but does not apply to software and systems not designed by the contractor. Where third party solutions are suggested for either software or hardware, proponents will need to disclose warranty information (or lack thereof) to help the Chrysler fully understand potential risks and liability.

3.4 Staff Resources

A successful planning effort is driven by an interdisciplinary team of participants.

Core Team

- Megan Frost, Digital Engagement Manager – Responsible for keeping the project on schedule and within the budget and maintaining communication between other team members and stakeholders.
- Meredith Gray, Director of Communications

Additional Stakeholders

- Erik Neil, Director
- Anne Corso, Director of Education
- Lloyd DeWitt, Chief Curator and Irene Leach Curator of European Art
- Colleen Higgenbotham, Director of Visitor Services
- Devon Dargan, Chief Registrar

3.5 Competitive Set and Comparables

Competitors

- Virginia Museum of Fine Arts
- Hermitage Museum and Gardens
- Virginia Museum of Contemporary Art
- National Gallery of Art

Comparables

- Virginia Museum of Fine Arts
- Corning Museum of Art
- Toledo Museum
- Walters Museum of Art
- Currier Museum of Art
- North Carolina Museum of Art
- The Sterling and Francine Clark Art Institute (The Clark)
- Milwaukee Museum of Art
- High Museum of Art

4.0 SCOPE OF WORK

4.1 Scope of Services

The Chrysler requires the services of a contractor to provide user experience design, software development, content creation, audio-visual integration services, launch and warranty for chrysler.org as detailed below.

The contractor must demonstrate their capability in performing the following typical tasks:

1. Prepare and specify all labor, software, and equipment required to perform the work indicated and specified in the proposal documents, including technical specifications, narratives,

storyboards, drawings and other associated documentation. Work to include the design components, content management, systems design, and other custom solutions as required.

2. Collaboration with Chrysler staff in understanding, developing, and supporting, the proposed experience design including necessary media and technology delivery.
3. Providing additional insight, guidance, and experience in support of the Chrysler's stated goals for design, content delivery, and overall experience.
4. Working with Chrysler staff and other partners as appropriate to prototype, beta-test and/or verify software development efforts as needed. Prototypes should be used to verify proposed solutions. A quality assurance program will also need to be specified to ensure testing of all software and and equipment as appropriate.
5. Preparation of handover documentation including, but not limited to, software, and systems manuals, maintenance and operation manuals, and as-built package (Including electronic and hard copies of drawings and site architecture) indicating any changes to the original design, systems, specifications, and installations as previously indicated. Training shall also be provided to pertinent Chrysler staff in regards to basic operation of and maintenance of all systems
6. Providing a suggested ongoing annual maintenance schedule and regimen, including suggested software and any equipment.

4.1.1 Specific Project Requirements

Specific features are expected in the scope of work to be completed by proponents.

- An easy to use Content Management System supporting chrysler.org
- Intuitive navigation with clean and focused design with a specific focus on a robust calendar feature.
- Content development leveraging existing Chrysler resources
- Optimized SEO
- Integration with Google Analytics
- Social Media and Email Marketing (Mailchimp) integration
- Integration with our three existing interfaces: The Library Corporation, eMuuseum and Outbound
- Contact form capacity
- Ability to add marketing tracking pixel to individual pages
- Staff login/access to internal document site for administrative purposes
- Documentation & staff training
- Ongoing technical support

4.1.2 Project Wish List

The features listed below are not necessary for the initial launch. Please include a description of how these elements would impact the timeline and/or budget. Please provide the cost as a separate line item or an addendum.

- Custom built class registration and online giving to link with Raiser's Edge
- Elements of unique storytelling, mapping, and wayfinding while visiting the Museum.

4.2 Schedule

The target date for awarding the contract is **March 23, 2018**. To facilitate this turnaround, the RFP schedule is as follows:

RFP Issued	January 31, 2018
Questions Due	February 23, 2018
RFP Closing	March 2, 2018
Contract Award	March 23, 2018

Start Date:	April 2018
Expected Completion:	October 31, 2018

4.3 Budget

Our budget is in the \$70,000 range. While we prefer the most cost-effective solution, all proposals that fall reasonably around this range will be considered based on the value they provide. Proposals that offer flexible billing for non-required elements added to the website after initial launch will also be considered, as we may be able to budget for additional funding for these elements.

4.4 Responsibilities, Expectations and Requirements

The main responsibilities of the Chrysler Museum of Art are as follows:

- Review and approve the proposed approaches and solutions for chrysler.org, assigning roles and responsibilities to project partners and staff as necessary;
- Review and approve the proposed user experience intended for chrysler.org;
- Guide, review, and approve the overall design direction chrysler.org;
- Provide relevant documents and specifications as needed to inform the implementation of chrysler.org;
- Provide original content for the proposed solutions in partnership with the selected contractor;
- Establish budgets and other criteria;
- Monitor results according to the specifications and scope defined in this RFP;
- Attend progress meetings to review progress and inspect work

Contractor shall:

- Develop media and technology treatments, designs, and any hardware selection in accordance within the scope and budget as finalized through this RFP;
- Work with the Chrysler Museum of Art to provide input, opinion, and guidance as part of the design process for chrysler.org;
- Design and implement a content management system supporting chrysler.org;
- Work with Chrysler resources to aid with content production, any infrastructure, media, or other technology requirements in order to implement the intended design;
- Provide regular reports regarding progress (progress may be documented in any number of ways including, but not limited to, written treatments, proposed architectures, diagrams, sketches, still images, audio, video, and working prototypes);
- Notify the Chrysler Museum of Art of any issues that may impact the timeline, budget, and/or any deliverables.
- Incorporate a 5 business day response time from Chrysler staff for review into schedules. Staff work staggered schedules with seven day coverage and this window affords staff the ability to remain engaged.

Any additional requirements and clarifications can be provided as part of the RFP response. The general intent is indicated in the outlined responsibilities and should not be considered exhaustive.

Requirements include but are not limited to the following:

- The Contractor must identify one (1) person to serve as primary contact, project manager, and liaison to the Chrysler Museum of Art
- The Contractor shall provide internal project management and administration services throughout the duration of the project as needed. The Contractor solely shall coordinate the services provided by its staff and subcontractors. The Contractor will provide the Chrysler with a list of its subcontractors, if any, prior to contracting. Subcontractors remain the sole responsibility of the Contractor and the Chrysler reserves the right to reject any or all subcontractors proposed by the Contractor.
- The Contractor shall maintain regular meetings as appropriate with the Chrysler (in person and/or by telephone and/or by web conference). These meetings will be used to inform the needs of the project, maintain a cohesive schedule and to coordinate, oversee and manage work produced and provide timely notification of deviations from the project schedule. These meetings will report on and track the process, and establish and implement mechanisms for ongoing communication.

- Software specified should be extensible where possible while being mindful of costs related to development, installation and ongoing maintenance. The Contractor should consider integration issues pertaining to existing Chrysler systems, resources and IT policies where relevant.

5.0 PROPOSAL CONTENT AND FORMAT

For the proposal, proposers must provide a description of the solution(s) that will meet the requirements outlined in Section 4 of this document, highlighting key benefits to the Chrysler. Proposers should organize their proposals to provide the following information sequentially:

5.1 Corporate Summary

A company synopsis, including the following:

A) Organization and Identity

- Legal name and address;
- Telephone and facsimile numbers;
- Online contact information;
- Primary contacts on a national and regional basis.
- Separate pricing from proposal narrative.
- Evidence of authority to conduct business in Virginia as authorized by the Virginia State Commission.

B) Overview and History

Bidders are to provide a company overview, including:

- Current work methodology (i.e. project management philosophy);
- Key vendor partnerships (if any);
- Number of years in business;
- Description of current workload and client base;

C) Subcontractors / Partnerships (if any)

Please provide the following:

- Legal Name and Address;
- Contact Information;
- Work methodology and organizational structure;

- Services to be provided and why this is a preferred partnership of the Proponent;

Submitting parties are advised that all subcontractors and partnerships are expected to meet the same general requirements as the primary contractor for this proposal. The Chrysler may ask for additional detail and information as needed. The Chrysler's approval will be required for any scope of work intended to be assigned to sub-contractors or partners.

D) Proposal Questions

Provide answers to all questions outlined in section 5.2 Proposal Questions.

E) Additional Information

Provide any additional information you feel is relevant to the proposal including, but not limited to, customer testimonials that contribute to demonstrating the Proponent's qualifications, experience, capabilities and resources to meet the Chrysler's requirements as stated in this RFP.

5.2 Proposal Questions

5.2.1 Proposed Solution

- Please describe a proposed solution to successfully launching chrysler.org. Provide narrative description, illustrations, etc. to demonstrate the intended approach and requirements to implement the proposed solution. Capture the imagination of the reviewers, demonstrating an ability to be thoughtful, considered, and creative.
- Please indicate the intended audiences and how they are served by the different elements of the proposed solution. Please indicate the overall system adaptability to future growth and expansion.
- Please indicate expected opportunities, risks, and assumptions in making this proposal. Process is every bit as important as the actual elements of the proposed solution.

5.2.2 Related Experience

- Please describe your qualifications and experience, including that of key personnel, which will be involved in this project. Provide resumes, references, and bios of personnel to be directly involved in this project, such as the project manager, professional staff, and others expected to perform work. This overview should include optional services and subcontractors that the Contractor believes will contribute to the needs of the project.

- Please provide documentation for up to three (3) contracted projects that your firm has produced that are comparable in physical size, budget, and scope to the proposed services.
- Provide references, including the company name, address, contact name, and title as well as contact number and email for each of the aforementioned projects.
- Provide any additional information you feel is relevant to the proposal including, but not limited to, customer testimonials that contribute to demonstrating qualifications, experience, capabilities and resources to meet the project's requirements as stated in this RFP.

5.2.3 Schedule and Organizational Chart

- Given the overall key project dates (*see section 4.2*), please provide a proposed schedule that indicates key tasks, milestones, and internal/external dependencies. This schedule should include, but is not limited to the following:
 - Client Review;
 - Prototyping; Menus, Calendar, CSS guide, etc.
 - Design, Production, and Launch;
 - Documentation and Training
 - Performance indicators associated with project success
- With reference to the proposed schedule please provide a description of process including desired communications tools for the design, development, approval, and launch of chrysler.org.
- Please provide an organizational chart of your company indicating who will be assigned to this project. Further, provide a second priority contact point within your organization (Please include name, position, and telephone contact details).

5.2.4 Budget

Given the best understanding of the scope of the project, please provide an itemized budget for completion of the project. This budget should include, but is not limited to the following:

- Project Management
- Conceptual Design
- User Experience Design
- Prototyping

- Content Management System Design and Integration
- Media Asset and Content Development
- Design, Production, and Installation of all components
- Documentation and Training
- Expected Ongoing Maintenance and Service Contracts

5.2.5 Software, Systems, and Control

- Please describe your qualifications and experience in developing software systems and solutions that can address the intended goals of chrysler.org.
- Please discuss your approach to release and deployment of chrysler.org for both testing and eventual public release.

5.2.6 Prototyping

- While prototyping is invaluable to the development of high quality experiences, it can be cumbersome to control in terms of cost and budget. Please describe how you would approach prototyping for this project.

5.2.7 Risk Assessment

- What do you see as the main risks associated with your proposal? What do you plan to do to mitigate these risks?
- What are the primary risks and uncertainties of this project and how do you anticipate being proactive and resolving these issues within the constraints of the project's schedule and budget?

6.0 STANDARD TERMS AND CONDITIONS

The Chrysler Museum of Art will negotiate contract terms upon selection of a contractor. All contracts are subject to review by the Chrysler Museum of Art legal counsel, and a project will only be awarded upon the signing of an agreement or contract (including a non-disclosure agreement), which outlines terms, scope, budget and other necessary items. The Chrysler Museum of Art will not incur any costs until all agreements or contracts are signed. All developed software (including source code) will be published and owned by the Chrysler Museum of Art.