



Request for Proposals
Digiport: Online Portal/Digital Platform for Tourism
Businesses Website Audit

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Request for Proposals

Digital Nova Scotia (DNS) is seeking a web development Digital Service Provider (DSP) to perform a comprehensive website audit to the Digiport platform. The platform was created to serve as the “one-stop” digital marketing learning and resources center for tourism businesses, designed to house a calendar of ongoing live and virtual learning events, scheduling of one-on-one sessions with digital experts, a library of learning materials and other supports to develop digital marketing skills, and access to a number of application-based programs.

The audit will include recommendations for design, content, usability, lead generation, conversion experience, SEO, accessibility, and mobile experience. A user survey/intake assessment will also be incorporated in order to receive both external and internal stakeholder perspectives to better inform audit recommendations.

The chosen organization should be knowledgeable and successful in website design and development as well as digital marketing. Previous experience performing a website audit to a learning platform would be considered an asset.

Program Overview

DigiPort is the meeting place of tourism and tech; a curated collection of digital marketing resources designed for local tourism businesses and organizations.

It is a collaboration of efforts between Digital Nova Scotia and Tourism Nova Scotia to build off the already existing and successful Tourism Digital Assistance Program. This added layer provides a portal of resources and a space for tourism businesses to find the help they need, where they would otherwise not have the professional network.

Through this portal our local Nova Scotia tourism businesses can learn, find resources and a variety of digital marketing related tools and programming to help them develop and/or enhance their online presence, grow their business and build their digital footprint.

In addition to supporting our tourism businesses, our local tech sector is supported by creating a consistent demand for their services through the tourism industry.

Scope of Work & Timeline

The selected Digital Service Provider (DSP) will be responsible for conducting a comprehensive audit and redesign of the DigiPort website. The objective of this audit is to enhance user engagement, improve the usability of the platform, and ensure accessibility for its primary audience: tourism business operators and entrepreneurs. The scope of work includes 6 key phases. The insights gathered from this audit will inform the redesign and development phases, which will be managed

by a separate party. Below is the detailed scope, along with the distribution of responsibilities for the different phases:

Recommended Key Phases of the Web Audit:

- Phases 1 and 2: The chosen DSP will lead these phases in collaboration with the Digital Nova Scotia DigiPort team and representatives from Tourism Nova Scotia. They will provide the necessary input, facilitate the process, and ensure that all key stakeholders are involved.
- Phase 3 (Design): This phase will be handled by the existing web designer based on the insights derived from the audit.
- Phase 4 (Stakeholder Review): This phase will be conducted internally by Digital Nova Scotia, in partnership with Tourism Nova Scotia as the primary stakeholder.
- Phase 5 (Development & Programming): The development and implementation of the redesign will be managed by the existing web designer.
- Phase 6 (Final Release): The chosen DSP will ensure a smooth transition of all audit insights and recommendations for a seamless handover to the development team.

Key Deliverables by the Web Audit DSP:

- A prioritized recommendations report with testing results, ideally including a video walkthrough.
- Wireframes for desktop and mobile versions of the homepage.
- Usability testing results for wireframes or prototypes, if applicable.

The DSP is expected to deliver comprehensive insights from the audit that will guide the subsequent design and development phases. This collaborative approach ensures that all key stakeholders, including Digital Nova Scotia and Tourism Nova Scotia, are involved throughout the process.

Budget

Digital Nova Scotia will be accepting proposals within a budget range of \$8,995-\$12,995 CAD + HST. The lowest bid is not guaranteed to be awarded the contract.

Project Communication

Once the project is underway, a regular status call with Digital Nova Scotia will be set up to discuss project progress and any challenges or opportunities that may arise, the regularity of which is to be determined between the DSP and Digital Nova Scotia.

The selected DSP will collaborate with our internal team of Project Manager and Coordinator resources.

Submission Requirements

To be considered, **all proposals must include the following:**

- **Web Audit Examples:** Share past website audits focused on usability, performance, and accessibility.
- **Website Portfolio:** Provide examples of websites your team has audited, redesigned, or developed, especially similar platforms (e.g., resource hubs). Include past site hierarchy diagrams if available.
- **Accessibility Experience:** Show your experience with accessibility audits, including compliance with WCAG standards.
- **Process Overview:** Outline your web audit process, from intake to report delivery, including user research, performance analysis, accessibility testing, and feedback methods.
- **Research Methodology:** Explain how you will conduct internal and external research (surveys, interviews, analytics) and how feedback will shape the audit and redesign.
- **Wireframes & Design:** Describe how you'll create wireframes based on research. Include examples of wireframes for desktop/mobile if available.
- **Team & Tools:** List your team's roles and tools used (e.g., Google Analytics, Lighthouse, Figma).
- **Project Cost:** Provide a detailed and inclusive cost. If any fees are excluded, explain them.
- **Authorized Signature:** The proposal must be signed by an authorized representative.
- **Submission Deadline:** Submit by 9:00 am AST on Monday, October 28, 2024. Late submissions will not be considered.

Proposal Evaluation

Criteria

Proposals will be evaluated based on the following criteria:

- **Experience with Web Audits and Redesign: (40%)** Proposals will be assessed on demonstrated experience conducting web audits that focus on usability, performance, and accessibility. Special consideration will be given to experience auditing learning platforms or resource hubs.
- **Strategy and Approach: (30%)** The clarity and effectiveness of the proposed audit process, including research methods, testing, and reporting, will be heavily weighted.
- **Accessibility Expertise: (20%)** Demonstrated experience with digital accessibility audits and familiarity with Web Content Accessibility Guidelines (WCAG) compliance will be a key factor in evaluating the proposal.
- **Team Expertise and Tools: (10%)** The skills and expertise of the proposed team, as well as the tools they intend to use for the web audit, will be considered.

Timeline

- The Request for Proposals (RFP) will be issued on Thursday, October 3, 2024.

- Proposals must be submitted no later than 9:00 am AST on Monday, October 28, 2024.
- The proposals will be evaluated immediately after the submission deadline. During this evaluation period, we may request interviews with select candidates. You will be notified if this is requested.
- The evaluation process is expected to take approximately 10 business days. The final decision and selection of the Digital Service Provider (DSP) will be made by Tuesday, November 12, 2024.

Contract Terms

Digital Nova Scotia will negotiate contract terms upon selection and the project will be awarded upon signing of an agreement or contract, which clearly outlines terms, scope, methodology, budget, and other necessary items.

Response Submissions

Please submit all RFP responses to the Project Coordinator, Cary Yim: cary@digitalnovascotia.com