

**Request for Proposal (RFP)**

**RFP #09012023**

**Graduate School & International Education and College of Engineering Websites Project**

**Q&A ADDENDUM #1**

1. What are the primary metrics or KPIs the University will use to measure the success of the website redesign?

**A:) GSIE and The College of Engineering will measure success of the new website redesign primarily through engagement analytics focused around prospective student behavior (bounce rates and time on page for specific pages relating to prospective students such as landing pages for ad campaigns, etc.). For GSIE, overall graduate, international and study abroad enrollment will also be a KPI.**

2. What is the budget for the project and are there any specific budgetary constraints that need to be considered when proposing solutions?

**A:) We would like a price quote from vendors commensurate with the work required to complete the project objectives**

3. What is the timeline for implementing the proposed initiatives and are there any key milestones or deadlines that need to be taken into consideration?

**A:)** **We would like for the websites to be completed by mid-summer to be ready for the 2024-25 school year.**

4. Are there any specific tools or platforms the University prefers for the review and creation of site maps?

**A:) There are no specific tools or platforms we prefer for site maps.**

5. How frequently does the University anticipate changes to the information architecture post-implementation?

**A:) After the information architecture is changed, GSIE and the College of Engineering do not anticipate requesting additional changes.**

6. Are there any existing templates or design elements that the University recommends or prefers for the redesign?

**A:) The website’s style is managed centrally by a content management system. Specific templates/design elements can be found on the university’s brand guidelines website:** [**https://brand.uark.edu/web/logo-identity-and-brand-standards.php**](https://brand.uark.edu/web/logo-identity-and-brand-standards.php)**.**

7. How does the University define "device agnostic"? Are there specific devices or screen sizes that should be prioritized?

**A:) Device agnostic means the website is optimized for all operating systems, platforms and devices, including desktop, mobile, tablet, etc. We would request the vendor prioritize devices based on Google Analytics data.**

8. Are there any specific examples of websites (within the University of Arkansas or externally) that the University considers benchmarks for design simplicity and effective use of white space?

**A:) The Honors College website (honors.uark.edu) represents the prospective student-focused, pared-down website both GSIE and the College of Engineering would like to see.**

9. How does the University define "eccentric layout"? Are there any specific design patterns or elements that should be avoided?

**A:) Specific templates/design elements can be found on the university’s brand guidelines website:** [**https://brand.uark.edu/web/logo-identity-and-brand-standards.php**](https://brand.uark.edu/web/logo-identity-and-brand-standards.php)**.**

10. Are there any specific metrics or analytics tools the University uses to measure website performance and user engagement?

**A:) Google Analytics, Slate and Microsoft Clarity are the specific metrics and analytics tools we use to measure website performance and user engagement.**

11. Does the University have a preferred method or platform for collecting and managing user feedback on the website?

**A:) Qualtrics and Optimal Workshop are two methods for collecting user feedback. For day-to-day use, the university utilizes a contact form for user feedback.**

12. Can the University provide more details or examples of the "modular, flexible visual design" they are aiming for?

**A:) The Honors College website is a good example of the modular flexible visual design we would like.**

13. Are there any specific user groups or personas that the vendor should prioritize during user testing?

**A:) For GSIE, the main user personas would be prospective graduate, international and study abroad students, in addition to donors and alumni. For The College of Engineering, the main user personas would be prospective faculty, prospective students and their parents, and donor and alumni. GSIE and The College of Engineering will flesh out personas for each of these groups and provide them to the vendor during the project.**

14. Given that the creation of copy is excluded, will the University provide all necessary content for the redesigned sites, or is there an expectation for the vendor to curate existing content?

**A:) GSIE and The College of Engineering will provide all necessary content for the redesigned sites.**

15. "All pages must have a site search capability using the university’s search tool" Is this already integrated with the Omni CMS, or is there specific search indexing & integration work required to enable all content to be searchable using the search tool?

**A:) This search tool is already integrated with Omni CMS.**

16. What are the desired launch dates of the new websites, in general?

**A:) We would like for the websites to be completed by mid-summer to be ready for the 2024-25 school year.**

17. With two separate websites being redesigned in one project, how do you anticipate balancing the timelines? Will they need to be completed at the same time, or does one take precedence?

**A:) The GSIE website will take precedence over the College of Engineering’s site, though we assume there will be some aspects of the design that could be done concurrently.**

18. Will the chosen vendor be required to update every single page on both websites, or will there be anyone in the colleges to assist in updating pages?

**A:) Both GSIE and the College of Engineering plan on deleting a large amount of pages as part of the redesign, so we will not update every single page. On the pages that do need updates, there will be dedicated webmasters in both units to assist with updating pages.**

19. Will the colleges give the chosen vendor access to their user base to preform user testing?

**A:) Both GSIE and the College of Engineering can make end users available for user testing for the chosen vendor.**

20. Does GSIE and Engineering want the chosen vendor to visit campus during the project?

**A:) Yes, GSIE and the College of Engineering would request some in-person meetings to discuss the project.**