

HatchGo.com
Request for Proposal

-- Website Design & Development --

Summary

This RFP will present a brief overview about the concept of the website due to the confidentiality of this project. The exact details will be shared with the awarded provider.

HatchGo.com invites developers and service providers to bid on website development for an e-commerce website. The new site will primarily a wide variety of products from e-book to baby products to electronics to clothing.

The primary target audience for this site is computer savvy adults from the age of 20-65 and a moderate socioeconomic status which focuses on saving money and gaining benefits. The secondary audience is computer savvy teenagers age 14-19 trying to redeem free gifts by online marketing promotion.

A sample website with similar concept would be:-

www.overstock.com

www.liquidation.com

Below are a few samples of website we dislike:-

www.all99.com

www.ezmybiz.com

www.gayawanita.com

www.mypewter.com

Proposal Guidelines & Requirements

This is an open and competitive process.

The proposal must contain the signature of a duly authorized officer or agent of the service provider submitting the proposal.

If you wish to submit alternate solutions, please do so.

The price you quote should be inclusive. If your price excludes certain fees or charges, you must provide a detailed list of excluded fees with a complete explanation of the nature of those fees.

If the execution of work to be performed by your company requires the hiring of sub-contractors you must clearly state this in your proposal. Sub-contractors must be identified and the work they will perform must be defined. In your proposal please provide the name, address, and information of the sub-contractor. We will not refuse a proposal based upon the use of sub-contractors; however HatchGo.com retains the right to refuse the sub-contractors you have selected.

Provisions of this RFP and the contents of the successful responses are considered available for inclusion in final contractual obligations.

Contract Terms

HatchGo.com will negotiate contract terms upon selection. All contracts are subject to review, and a project will be awarded upon signing of an agreement or contract, which outlines terms, scope, budget and other necessary items.

Budget

Please provide several cost proposals to accomplish the scope outlined below. The budget must encompass all design, production, and software acquisitions necessary for development and maintenance of the web site.

Hosting will be addressed separately and costs for hosting are not included in the budget for this project.

List pricing for:

- Phase I: Discovery, Requirements Planning & Site Definition
- Phase II: Site Development, Testing and Deployment
- Hosting: We have not yet made a decision to host on or off-site. Discussions during the discovery phase and your input and advice will help us make a decision in this regard.

Timeline

This RFP is dated March, 31 2008. Proposers may also request a copy be sent via email by contacting Cheryl Chu at cheryl_chu@dell.com

Proposals will be evaluated immediately thereafter.

The name of the candidate firm who has been selected will be decided and announced a week (7 days) after the bidding time expires.

Negotiations will begin immediately with the successful candidate and should conclude no later than 1st May 2008

Phase I of the project must be completed and delivered by 7th April 2008

Engagement work complete and web site live – deliverable date to be determined during Phase I.

Development Guidelines

The web site designed by the successful candidate must meet the following criteria:

- Create a user-friendly and sustainable content management system that will permit a non-technical/technical staff to instantly update web site content on specific pages.
- Easily Maintained – Once the site has been completed and accepted by HatchGo.com, the site will be maintained by HatchGo.com's web editor using (programming software/language).
- Convert substantial amounts of existing content to new web site.
- Visually Appealing – The site must have an attractive mix of text and graphics.
- Web 2.0
- Common Theme – The theme for the website is consistency with a touch of class. Each section of the site should have a common look and feel. HatchGo.com logo should be prominently displayed on every page as a common header.
- Consistent Design – As stated above, each section of the site should have a common look and feel. The use of photographs, fonts and layouts should be consistent throughout the site.
- Easy to Navigate – The site should be easy to navigate. Information should be grouped and presented in a logical manner and require no more than three levels of “drill down” for the user to find the desired information.

- Provide necessary software and licenses to maintain site internally or externally, as decided by HatchGo.com.
- Automated product listing feature that can be easily done by HatchGo.com members.
- ListServ capabilities.
- Provide search capabilities using key words or phrasing that will identify content from throughout the site.
- “My Account” functionality for individual members & clients to maintain their own account.
- Gather e-mail, areas of interest and demographic information from visitors in a format that permits HatchGo.com to maintain a single database of users and e-mail each according to their area of interest and profile. Provide training and all necessary support to permit easy use by a selected staff person of HatchGo.com.
- Monitoring tool to monitor website performance, threshold & uptime.
- Provide a complete manual book for our technical staff for future development.
- Project Management – An assigned project manager will be made available to present information and coordinate with Ms. Cheryl Chu, including a reasonable number of meetings to present design and development solutions.
- Once the web site has been completed and accepted by HatchGo.com, the web site design and all of its contents, software and architecture become property of HatchGo.com.

Site Specifications:

HatchGo.com encourages creativity in the proposals submitted; however there are certain requirements for the web site project. Your proposal must account for all of these requirements.

- Site must be compatible with IE 7 and FireFox browser versions 2.0.0.13 and higher.
- Web site must not require plug-ins as a default.
- Fast Loading Pages – The web site must be designed with a balance of text and graphics such that each page loads in 8 seconds or less on the average computer.

Testing:

Testing of site on all applicable platforms to ensure web site works as promised. Explain testing plan through development process (i.e. focus groups, etc.).

Delivery:

Delivery and uploading of site to client for internal hosting, to an outside third party, or hosting by consultant (to be determined).

Tracking:

Implementation of tracking software to produce user defined site log reports. We need a tool to help us better understand and measure web visitor behavior and improve web site performance and availability. (This may be offered through hosting service.)

- Web traffic analysis
- Path analysis
- Visitor trends
- Page views
- Entry pages
- Top pages
- Exit pages
- Page – length of stay
- Technical analysis: browsers and platforms

Available Technology Resources / Integration Issues

- We will be providing the website content.
- There are no existing databases that will need to be imported or connected to the new site.
- We do not have existing e-Commerce systems, web forums or other tools that the new site should be connected to. VeriSign will be used with the member registration system.
- We will be utilizing various payment facilities such as E-count.com, WorldPay.com, MoneyBookers.com, PayPal.com and others. Any such integrations from the websites listed is a must.
- The site will link to our member registration program.

Qualifications

- List the five web sites your firm has produced that best reflect your work and relevancy to this project. Briefly list the role your firm played in each project. The URL should be submitted. Only sites that are live will qualify during evaluation.
- Describe your experience in producing sites for e-commerce/e-malls projects.
- Describe your marketing communication skills.
- Provide current reference information for three former or current clients.
- Briefly describe your firm's organizational capacity to produce our web site (e.g. staff, equipment, software, physical space, office location, etc.).
- How many full-time staff does your firm employ? Please include a copy of your firm's organizational chart.
- Provide a company profile, length of time in business and core competencies.
- Briefly describe the percentage of your web staff that would end of working on this project relative to your entire staff (using full time equivalents). For example, if you would use five staff on the project and you have ten web designers and developers, the percentage would be 50%.
- What type of team will be assigned to this project? What will each person's role be? Please include a brief background summary for each key staff member assigned to this project.
- Briefly describe your firm's project management process.
- Percent of total revenue derived from site developments and other business ventures.
- Please discuss any hardware/software vendor partnerships.
- Please discuss your testing and support plan.
- Please explain your service level agreement (SLA) structure.
- Time frame for completion. The time frame for completion of the project will be evaluated. In addition, time frames will be part of the contractual agreement; therefore, a realistic time frame for completion is requested.
- Process to include input from all program areas. Please state how you intend to communicate with all program areas to gather all of the required information.
- Terms and conditions.

Evaluation Criteria

Proposals that meet the mandatory requirements, as stated above, will be evaluated with the following criteria:

- Suitability of the Proposal – the proposed solution meets the needs and criteria set forth in the RFP.
- Expertise in recommending and communicating appropriate technical and aesthetic solutions as evidenced by the proposal and references.
- Aesthetic Capabilities – Prior work demonstrates artistic and innovative, user friendly interfaces that engage communities and viewers.
- Candidate Experience – Candidate has successfully completed similar projects and has the qualifications necessary to undertake this project.
- Value/Pricing Structure and Price Levels – The price is commensurate with the value offered by the proposer.
- Depth and Breadth of Staff – The candidate firm has appropriate staff to develop the site in the time frame needed.
- Proposal Presentation – The information is presented in a clear, logical manner and is well organized.
- Demonstrated commitment to high service level agreements (SLA).

Format for Proposals

Please use the following as a guideline to format your proposal:

Length and Font Size:

Please use fonts no smaller than 10 point. Maximum proposal length including title page, cover letter, proposal, qualifications and budget should not exceed 35 pages (not including Hosting Attachment information).

Title Page:

HatchGo.com, Web Site Development Proposal, your company name, address, web site address, telephone number, fax number, e-mail address and primary contact person.

Cover Letter:

Signed by the person or persons authorized to sign on behalf of HatchGo.com (1-2 pages).

Proposal:

Discuss your proposed solution, including the features, benefits and uniqueness of your solution. You should also touch on your ability to deliver the project in the timeframe noted in Section 5 (3-10 pages).

Qualifications:

Provide the information requested as above.

Budget and Fees:

List budgets as requested above. Identify staff you anticipate working on the project and their hourly rates for work that may be needed for Phase I and Phase II.

Attachments: Hosting options/information:

- Do you provide hosting? If so, please provide answers to the following questions.
- How often do you backup?
- How often do you have down time?
- How often do you upgrade software/hardware?
- Please describe your technical support.
- Please describe your security.
- Do you have a high-speed, direct connection to the Internet?
- Please describe your methodology and service level agreements.
- Pricing, terms and conditions.

If you do not provide hosting, please suggest a vendor/partner to provide this service and provide answers to the above questions.