

Homes Today: Utah Edition  
Website Additions  
Request For Proposal  
October 24, 2008

## PURPOSE

Homes Today Utah Edition™ has prepared this request for proposal in order to solicit bids from a pool of programmers and web developers. This document details the expectations Homes Today™ holds in the further development of its primary website, including specifics as to how a contracted programmer or web developer will meet project objectives. Development is to be performed in the Ruby on Rails framework. Proposal submissions will enable Homes Today™ to select the most appropriate candidate for contracting this work.

## PROJECT MANAGER

Please send all correspondence to Daniel Beck: dan@homestodayutah.com

## PROCESS

1. This RFP will be released to a large pool of international service suppliers
2. Each supplier will provide a formal written proposal to be sent to Daniel Beck (see contact above)
3. From all submitted proposals the project team will select a number of suppliers which will be contacted for a phone interview
4. The project team will then make a selection based on the written proposal and interview to determine the best supplier capable of meeting the demands of the project.
5. The preferred supplier will be formally notified.
6. A formal contract will be negotiated and work will commence on the project per the terms of the contract.

## TIMEFRAMES

These timeframes will serve as a guideline for proposal submittals and may be changed at the discretion of the Homes Today project team.

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|--|---|
| 1. RFP released to pool of suppliers       | Friday, October 24, 2008                              |
| 2. Close date for receipt of proposals     | Friday, October 31, 2008                              |
| 3. Phone Interviews of potential suppliers | Monday, November 3, 2008<br>Tuesday, November 4, 2008 |
| 4. Evaluation of proposals and interviews  | Wednesday, November 5, 2008                           |
| 5. Preferred supplier notified             | Thursday, November 6, 2008                            |
| 6. Supplier contract signed                | Friday, November 7, 2008                              |
| 7. Unsuccessful suppliers notified         | Wednesday, November 12, 2008                          |

## YOUR COMPANY

Please provide the Homes Today project team with a detailed understanding of your individual and/or company overview:

1. Vision, Objectives
2. Size, Location
3. Scope of services
4. Number of years developing websites
5. Number of years developing using Ruby on Rails framework
6. Level of expertise using Ruby on Rails framework
7. Profiles of all staff to provide services on this project
8. Number, location, and length of customer relationships
9. Three customer references similar in scope to Homes Today Utah Edition

## PROJECT OBJECTIVES

Please describe in detail the approach and methods you propose to use to achieve and excel at the listed project objectives, utilizing the Ruby on Rails framework. Please refer to the included design proofs of concept as they relate to the project objectives. **Design concepts can be downloaded at**

**<http://www.homestodayutah.com/proofs/RFP-proofs.zip>**

1. NAVIGATION – Implement new primary navigation (as per designs, compare to live site at homestodayutah.com) on homepage and all interior pages

2. FIND A HOME – Implement content-thinning device at page top (maintain featured content below), including main content-thinning categories, category-match tile display (view as 6-up with horizontal tile scroll, or view all), page refresh upon tile select to reveal homebuilder client content related to selected tile, and administrative ability to dynamically add/edit/delete tile categories as desired (3 categories now, up to 5 categories eventually)
3. LIFESTYLE – Implement content-thinning device at page top (maintain featured content below), including tile display (view as 6-up with horizontal tile scroll, or view all), and page refresh upon tile select to reveal lifestyle client content related to selected tile.
4. ON THE INSIDE – Implement On the Inside page, to display content spill with On the Inside segments to sort according to select menu options (reverse chronological, event type, location, business type, etc., with administrative ability to dynamically add/edit/delete categories as desired)
5. THE GUIDE – Implement The Guide page, to display category headers (independently clickable to reveal/hide tile display) and tile display (view as 6-up with horizontal tile scroll, or view all), with tiles serving as direct link to guide in-site client pages
6. ADMINISTRATION – Provide backend administrative functionalities for all above development, to enable Homes Today™ project team ability to categorize uploaded episode content and add/edit/delete site content within all existing and newly developed site sections, and to do so with ease and simplicity (w/o direct manipulation of code)
7. Direct any questions regarding project objectives to Daniel Beck of Homes Today Utah Edition™

### **IMPLEMENTATION**

Please provide the Homes Today™ project team with a detailed understanding of your timeframes, pricing, invoicing, and commitment to confidentiality.

### **DELIVERY TIMEFRAMES**

Provide the Homes Today™ project team with a detailed understanding of the timeframes for your proposal:

1. Definitive start and end dates for the delivery of each component of your proposal (suggested breakdown into primary development and administrative backend development)
2. Calendar of requirements for receipt of feedback and approval on various development aspects from Homes Today™ project team
3. Penalties for inability to meet projected delivery end dates, provided that Homes Today™ project team met scheduled feedback and approval dates

### **PRICING**

Provide the Homes Today™ project team with a detailed understanding of the pricing for your proposal:

1. Price of each component in your proposed campaign (per unit and total)
2. Any requisite costs (i.e., tax, administration charges, etc.)
3. Total price expected for delivery of services

### **PAYMENTS AND INVOICING**

Provide the Homes Today™ project team with a detailed understanding of your payment and invoicing terms:

1. Describe your company's invoicing procedure and payment timing

### **CONFIDENTIALITY**

By reviewing and/or responding to this request for proposal, the supplier explicitly agrees to the following confidentiality clauses:

1. Supplier will not use or attempt to use any information relating to Homes Today Utah Edition™ projects and/or clients for supplier's personal gain or the gain of any other person
2. Supplier may disclose confidential information only to the extent that such disclosure is necessary for the submission of a formal supplier proposal
3. Confidential information clause does not apply to information which must legally be disclosed or becomes available to and known by the public