

<u>Item No.</u>	<u>Supplies/Services</u>	<u>Quantity</u>	<u>Unit</u>	<u>Cost</u>	<u>Total Amount</u>
CLIN 0001	Website Design				
CLIN 0001AA	Completion of Phase 1	1	LO		
CLIN 0001AB	Completion of Phase 2	1	LO		
CLIN 0001AC	Completion of Phase 3	1	LO		
CLIN 0002	Website Development Completion of Phase 4	1	LO		
CLIN 0003	Website Test and Deployment Completion of Phase 5	1	LO		
CLIN 0004	Website Training and Troubleshooting Completion of Phase 6	1	LO		
CLIN 0005	Website Asset Delivery Completion of Phase 7	1	LO		
CLIN 0006	Website Maintenance and CM Services Tasking under Phase 8				
CLIN 0006AA	Ongoing Maintenance	12	Months		
CLIN 0006AB	Website Content Management Service	12	Months		
Option CLIN 0007	Option - Website Maintenance and CM Services Tasking under Phase 8				
CLIN 0007AA	Option - Ongoing Maintenance	12	Months		
CLIN 0007AB	Option - Website Content Management Service	12	Months		

## **Section C – Descriptions and Specifications**

### Scope and Objective

1. This order is established to provide professional and technical services in support of design, development and content management for the OpenWorld.gov website in Drupal Version 9 using the contractor’s infrastructure for development and testing. OWLC shall provide a copy of the existing website for use in this upgrade. This support will provide, but is not limited to design, development and test of an operational public facing website using Drupal 8/9, upgraded from the existing Version 7. Website content will also be added as well as upgraded. The contractor shall also provide services to support website content management, software and security updates and periodical maintenance support. Hosting of the website is NOT included in this acquisition.
2. General Administration Services, Multiple Award Schedule, Federal Supply Schedule information:
  - a. Work will be performed at the contractor’s facility, meetings with OWLC can be virtual (using Zoom) or in person at the OWLC office if warranted.
  - b. Period of Performance: the period of performance is outlined in Section B.
  - c. Delivery schedule: the delivery schedule for each CLIN is outlined in Section B.
  - d. Type of Order: - Fixed Priced
3. Information Regarding Current Website
  - a. Current System Characteristics:
    - i. Up to 5 GB storage capacity
    - ii. Using Akamai as Content Delivery Network (CDN)
    - iii. The OpenWorld.gov website is a Drupal website. It currently sits on a Linux server.
4. Website Performance Characteristics and Requirements for Upgraded Website
  - a. Well Planned Information Architecture
  - b. Fast Load Times
  - c. Browser Consistency
  - d. Effective Navigation
  - e. Mobile Compatibility
  - f. Accessible to all Users
  - g. Good Error Handling
  - h. Valid Mark-up and Clean Code
  - i. Contrasting Color Scheme
  - j. Usable forms
  - k. 3<sup>rd</sup> party tools shall not be used to support this upgrade
  - l. Upgraded website shall be confirmed to pass WebInspect and NESSUS scans

m. The Drupal 9 module used shall be covered under the Drupal.org security advisory policy

5. General Requirements and Conditions

The Contractor shall provide all necessary hardware and software to provide for proper operation of website In Drupal 8/9. Management rights to the site and its content, in whatever stage of completion shall be the sole property of Open World (the Center). Upon migration of the website to the host server performance characteristics and requirements identified above shall be achieved on Day 1.

6. Website Target Audience

- a. Congress and other Washington, DC Policymakers
- b. Participating Countries/Individuals/Program Candidates
- c. Host Community Organizations
- d. Academic Community
- e. General Public
- f. Media

7. Website Design, Development, Delivery/Launch and Maintenance/Content Management Phases

7.1 **Website Build Phases**

- Phase 1. Planning and Strategy
- Phase 2. Information Architecture
- Phase 3. Visual Design
- Phase 4. Technical Build and Implementation
- Phase 5. Quality Assurance Testing and Deployment
- Phase 6. Training and Troubleshooting
- Phase 7. Asset Delivery
- Phase 8. Ongoing Maintenance and Content Management Support

**7.1.1 Phase 1: Planning and Strategy**

The success of the design effort for OpenWorld.gov will rely on the contractor's understanding of the site's key messages, target audiences, and overall objectives. A commendable example of an existing website is the CSCE.gov website. The contractor will work with the Center staff to understand the organization's mission and vision for the site, as well as to define the scope and requirements for the project's phases, by:

- 7.1.1.1. Interviewing key stakeholders of the Center.
- 7.1.1.2. Reviewing internal and external marketing and program materials and the existing website and its metrics.
- 7.1.1.3. Analyzing and providing a written report of the information gathered.

7.1.1.4. The initial project plan developed with the quote shall be updated to finalize all identified data elements defined through this process which will be posted on the website. The finalized project plan must include a structure that will incorporate these elements- but not only these elements-in an organized fashion: eligibility requirement to participate, FAQs, photos of staff in an area, alumni information, press releases, and newsletter with the ability to sign up to receive newsletter automatically.

### **7.1.2 Phase 2: Information Architecture**

The designed site must focus on serving the needs of its audiences, while highlighting the depth and breadth of available content. The contractor must identify how it will meet the evolving needs of key audiences, including:

7.1.2.1. User-centered design (UCD) approach that grounds the process in information about the people who use the site; focus on users throughout the planning, design, and development of the website.

7.1.2.2. Site navigation should reflect areas of most relevance and interest while being logical and intuitive to visitors.

7.1.2.3. Mobile version of site (integral part of design/architecture from the start, not an “afterthought”).

7.1.2.4. Organization of information architecture, which may include new or consolidated pages from the current website.

7.1.2.5. Consistent page layout, navigation, etc.

7.1.2.6. Comprehensive site map (diagram).

7.1.2.7. Optimized for search following search engine optimization (SEO) best practices.

### **7.1.3 Phase 3: Visual Design**

The revised site must incorporate a contemporary look and feel. It will incorporate an attractive and clean look that evokes a positive emotional response from the target audience. The contractor must create an engaging design that incorporates prominent Center branding and visuals. The design must be flexible to allow for growth. Design elements to be approved by the Center must include:

7.1.3.1. Creative Brief: Before any design templates are created, Contractor must present a creative brief with wire frames, based on information learned in the research phase, that presents the new creative direction for the site.

7.1.3.2. Home Page Designs: Contractor will submit up to three preliminary home page design options, with at least two rounds of revisions included.

7.1.3.3. Interior Page designs: Contractor will submit up to three interior page templates for the new site, with at least two rounds of revisions included for each page.

7.1.3.4. Style and Branding Guides: Contractor must develop a comprehensive style guide that includes website graphic design and style.

#### **7.1.4 Phase 4: Technical Build and Implementation**

The selected Contractor will be responsible for developing a fully functioning website, including front-end development, back-end development, and specified additional site features.

##### 7.1.4.1. Front-End Development

Design pages to optimize the use of white space and provide a clean user interface; visitors should be able to easily read, navigate and scan information efficiently and effectively.

- a. Visitors must be encouraged to click further upon entering the site.
- b. Viewable on the most popular platforms and devices (e.g. iPhone, iPad, tablets, iOS, Android, Windows, etc.); website should be scalable and adhere the guidelines of responsive web design.
- c. Designed for minimum screen resolution 1024x768 (graceful degradation).
- d. Universal browser friendly fonts.
- e. Responsive to browser font size changes.
- f. Logical content taxonomy.
- g. Web page templates optimized for minimum download time.
- h. Social media integration, beyond icons on the home page.
- i. Effectively highlight multimedia content, including photos and videos.
- j. Compliant with World Wide Web Consortium (W3C) guidelines and best practices for SEO.

##### 7.1.4.2 Back-End Development

Open-source Content Management System that allows designated users to have full control of the design and content strongly preferred. A stage site for review and workflow process for content approval is required.

- a. Flexible home page and secondary page templates.
- b. Source and WYSIWYG editing and version control - archiving with rollback.
- c. File uploads to shared server space for PDFs, Excel, Word, etc.
- d. File manager should support PDF, Excel Word etc.
- e. SEO friendly URLs - simple, easy-to-guess, semantically meaningful and customizable.
- f. Must have the ability to integrate feeds from third-party content providers such as blogs, Facebook, Twitter, etc., along with an easy way for content contributors and site administrators to manage these feeds.
- g. Page metadata tags for SEO – customizable for key word optimization.
- h. Alt and title attributes.

- i. Ability to update site remotely.
- j. Simple image uploading, image captioning, image alt text.
- k. Direct uploading and downloading of documents.
- l. Ability to easily group information together and create a logical information taxonomy (tags, categories, etc.) based on country, state, issue, organization expert, etc.
- m. Tracking of website metrics with Google Analytics.

#### 7.1.4.3 Additional Site Features/Functions

- a. Multimedia: video content can be embedded from YouTube and other sources of social media/ photo content can be embedded from Flickr and other sources of social media.
- b. Search function.
- c. All pages easily bookmarked.
- d. Subscribe to RSS feeds option.
- e. Ability to rotate features on home page (may include events / news, as noted below).
- f. Events calendar, with events to appear on homepage. Events calendar will include ability to add documents relevant to the event listed accessible by hovering over the event.
- g. News section, with press releases and news mentions to appear on home page.
- h. Simple form for users to add themselves to various email distribution lists (newsletter, videos alert, media list sign up form, promotions, etc.) via integration with contacts management applications (e.g. Constant Contact).
- i. Ability to have system generated links to the top 5 or 10 most visited parts of the website on homepage.
- j. Leadership corner(s) to feature Board of Trustees
- k. Section for Meet Us - Executive Director and Staff
- l. Interactive maps of Center countries/regions, focusing on alumni impact, testimonials, and themes. Maps of USA focusing on host communities, MOCs, testimonials, and themes. Ability to hover over locations which could/would display information about latest program event, summary of theme, links pictures/video, program group at the State level.
- m. Contact form.
- n. Ability to schedule content to be posted at a future date.
- o. Ability to back-date content as needed to migrate past content to new site
- p. Easy document download (PDFs, PowerPoint, Word, Excel, etc.).

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- q. Built for WCAG 2.1 compliance (accessibility).
- r. Wide browser compatibility.
- s. “Issue of the month” or feature focus with flexibility for location on site.
- t. Automatic website backup

#### 7.1.4.4 OWLC Resource Center Webpage

- a. The COIL Resource Center requires a dedicated webpage to hold its multi-lingual collections of downloadable, open source materials. The COIL Resource Center will serve as a clearinghouse of information useful to program alumni, educators, English Clubs, NGOs, and other entities interested in accessing unbiased and accurate information about the United States’ government and key issues pertaining to governance.
- b. The Resource Center holdings will include a collection of articles, fact sheets, videos, and audio recordings.
- c. The Resource Center webpage should include a Google search bar, and the ability to display both Ukrainian and Russian alphabets/fonts. Users should be able to enter either a Russian language webpage or a Ukrainian language webpage to search for their topics of interest. The original English language source material will be displayed alongside the translation. The webpage should also be able to include other languages at a later date depending on the future development of the Resource Center. The Resource Center will not contain any Personally Identifiable Information about Open World program participants.
- d. The vendor will be responsible for uploading new content as it is generated.

#### **Webpage Content**

Introduction

Directions

Attributions/Footnotes

Search engine in English, Russian and Ukrainian

Russian language portal

Ukrainian language portal

Approximately twenty (20) major thematic topics covered in each language

Some documents will be 100% on coil.gov’s website, others will be accessed by hotlink to the original websites (mostly .gov’s)

### **7.1.5 Phase 5: Quality Assurance Testing and Deployment**

#### 7.1.5.1 Testing

Contractor shall test the site to ensure that performance is maintained under a load of 50-100 simultaneous users. Testing and or authorization to continue will be accomplished after each website phase listed in this PSOW. Once the fully-functioning site has been developed, the contractor must conduct website testing based on industry best practices prior to deployment of the site. The site must be QA tested in the most popular web browsers and must be duly approved by the Center.

#### **7.1.5.2 Site Launch**

The Contractor will be responsible for executing the site launch upon the approval of the Center. The launch will be coordinated with Center website hosting support group.

#### **7.1.6 Phase 6: Training and Troubleshooting**

7.1.6.1 Prior to the site launch, the Contractor will be responsible for training relevant Center staff on the new CMS and how to maintain and update the site. The Contractor will also be required to conduct ongoing maintenance on the site to trouble-shoot any post-launch issues for up to three months.

7.1.6.2 Training includes the following tasks:

7.1.6.2a Creation of a user guide.

7.1.6.2b In-person, one-day training with staff on the new CMS and how to maintain and update the site, which will follow the user guide.

#### **7.1.7 Phase 7: Asset Delivery**

Within 3 months after completion of the approved website build, the Contractor will deliver to the Center:

7.1.7.1a All design files.

7.1.7.1b All data and files (CSS, HTML, PHP, etc) necessary to rebuild the site.

7.1.7.1c Any other technical files related to the new website.

7.1.7.1d Code Repository using GIT (which will be provided to the Government Hosting organization)

#### **7.1.8 Phase 8: Ongoing Website Maintenance and Website Content Management Services**

7.1.8.1 Following the completion of the new website, the contractor will also be asked to manage the website basic site maintenance.

7.1.8.2 Following the completion of the new website, the contractor will also be asked to provide services to support website content management. The Center will provide the Contractor documents, data and information to be posted on the website periodically as stated in this order. The Contractor will use the back-end “stage site”



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to allow review and final authorization by the Center before uploading new content on website.

7.1.8.3 The contractor will provide Monthly maintenance support accomplishing and reporting to the Center as a minimum the following efforts completed:

- a. Review analytics
- b. Update plugins
- c. Check for broken links
- d. Check website on multiple devices
- e. Check page speed
- f. Test functionality of all forms (if any)
- g. Test search function
- h. Update contact information
- i. Test Loading speed
- j. Fix dead links and errors
- k. Check Search rankings
- l. Test browser compatibility
- m. Analyze your statistics
- n. Check and fix security