Janet Kranz, Co-Manager
WEC Collective
janetk@womenseconomiccouncil.ca

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WEC RESPONSE TO RFI QUESTIONS FROM DEVELOPERS

1. What degree of integration – both technical and stylistic – are you looking for between the WEC main site and the Jigsaw Puzzle Project site?

   - *Aside from some branding on the JPP site that clearly identifies it as a project of WEC, the two websites can be stylistically and technically distinct.*

   - *However, at this point in the process, WEC would be interested to hear any ideas from candidates around the advantages of integrating the two sites.*

2. What are your ideal outcomes for the new website? Do you have targets in terms of active users, traffic, social media metrics, or revenue from the site?

   - *There are no participation targets, revenues or prescribed metrics dictated by our funding.*

   - *WEC wants to build for a moderate amount of traffic on all platforms.*

   - *WEC is interested in free or inexpensive open systems with built-in evaluation and measurement features that automatically monitor online experience, demographics, online activity, usability etc.*

3. It's implied that there will be authenticated users who can do things like update content. Is this largely an open system where anyone can sign up and contribute, or will only specific approved users be able to join and/or contribute?

   - *WEC wants an easy-to-use content submission mechanism requiring only the most basic personal information to clarify/authenticate submissions, if necessary.*

   - *While password-protected areas might be useful in the long-term, our immediate objective is that the site be as open as possible to all users and easy to access.*

   - *As with social media, we anticipate the need for a platform user policy, including a way to report inappropriate content and/or users.*

4. There's mention of virtual meetings. Is this e-conferencing (real-time multi-participant video), webinars (single-participant video), or another form of meeting? Is the intent here to form a strategy for such meetings to take place, and set it up as needed? This is fine and doable but is an interesting piece of scope that would normally be a separate IT contract.

   - *WEC wants a simple open system that can meet the demands of an interactive welcoming hub where women gather to chat, learn and exchange ideas. We would expect to offer our users technologies and techniques routinely available on the web such as free to access e-conferencing, webinars and text conferencing.*

   - *We are interested to hear any ideas from developers that would support/enhance a flexible, inexpensive (not custom) open system using pre-made products capable of meeting the business, professional and social needs for our target markets.*

5. Does the Jigsaw Puzzle Project have existing brand standards? Or will it use WEC's branding?

   - *See # 1 above. Very simple brand standards for JPP would be useful.*

6. Could you elaborate on the social media item on page 8 of the RFI? What do you envision for social media design support?

   - *We seek simple, innovative design solutions throughout. For example, embedding a monthly newsletter into WEC social and online media could simplify how WEC engages and updates users on recent events and activity.*

   - *WEC may need support with design assets and creation of social media profiles.*

   - *WEC is interested in learning more about developers' experience with innovative social media ideas and fresh approaches to design.*

7. What information is available about the members of the evaluation committee? In particular, how technically oriented are they so that we can tailor the technical aspects of our proposal accordingly?

   - *A team of volunteers with a solid range of technical skills, expertise and experience supports this project. A member of our technical working group is an engineer.*

   - *The Technical Working Group values and prefers communications in plain, simple language.*

1. Can you elaborate on how you see the teleconferencing portion of the site working? Have you selected a provider for this?

   - *See #4 above.*

8. To what extent is "technical" support required for social media management

   - *WEC does not foresee a need for much technical support from the developer. Users will be offered tools and an online environment where sharing is encouraged, including uploading. The site should be simple enough that it can be managed by anyone.*

9. How many users do you expect to access the members' area?

   - *While WEC's aim is to build a site that is open to as many users as possible, there may come a time when a password-protected area would be useful e.g. to our Board of Directors and for storing confidential files.*

   - *WEC would be interested to hear developers' experience with members and other protected areas.*

10. By hosted enterprise e-mail - do you mean MS Exchange?

    - *WEC is reviewing this item. If it's really necessary it will be more fully described in the requirements section of the RFP.*

11. For SEO and Analytics Support - is this an ongoing service requirement or a one time requirement?

- *While we expect our site to be built with SEO in mind and analytics properly configured at launch, we don't anticipate an ongoing need for a separate analytics service.*

- *However, some initial training and supporting documentation may be required so that anyone can access and analyze the data.*

12. Is there a need for Google Adwords services as well as part of this engagement?

   - *We do not envisage a need for Adwords services at this time.*

13. Are there any special requirements around the location of the web server (for example it must be located within Canada).

   - *WEC is a national Canadian organization focused on women-centred community economic development. While we are dedicated to local business activity that supports Canadian women, families and communities, we do not want to limit ourselves when it comes to international advantages. If Canadian services cannot meet our needs we will endeavour to keep an open mind about international opportunities.*