

Invitation to Tender Digital Circle Website June 2010

Introduction

Digital Circle/Momentum would like to invite tenders for the creation of a new online presence and identity.

We are seeking a company (or a collaboration – see below) with the required knowledge, skill and experience to develop a web and mobile platform that will serve as both a showcase for all that's best within the sector and as a social platform that will encourage and facilitate engagement between member companies and a worldwide audience.

Objectives

Our primary objectives are as follows:

To raise the profile of The Digital Circle both within N Ireland and on a wider, global scale

To reflect the sector as a unified, vibrant industry group

To create a credible identity and presence that will act as a first point of contact for those wishing to find out what we do

To stimulate engagement between members and between the sector and the global marketplace

Aims

As an industry group our overarching aims are to;

Unify the Industry

Create a Global Vision

Demand Quality

Influence Policy

Stimulate Innovation

Facilitate Collaboration

Attract Investment

Improve Skills

Drive Sales

Share Knowledge

Our approach should reflect these values.

Proposal

Proposals must take into account the following conditions:

The resulting new identity must work across all media types

The website will consist of a mix of static content, user-supplied content and tools to facilitate social interaction

The development work will continue through to the final completion date of March 31st 2011 and will be delivered in agreed phases, with the initial phase (being the bulk of the work) going live by 31st Dec 2010.

Provision should be made to make ongoing changes within this period based on user experience

Ownership of the site and its codebase/database must transfer to Digital Circle at the end of the contract period in such a way that the site can be fully maintained by Digital Circle/Momentum (or a company acting on its behalf). The site should not be based on a closed, proprietary content management system.

Web standards must be adhered to in the development of the site

The successful tenderer will be expected to enter into a contract in the form (Digital Circle Website draft contract.doc) located on the Digital Circle Ning site or available on request from Colin Mitchell (see below). Any significant concerns with the contract must be notified to us in writing.

Details

The platform will consist of the following areas:

Static content communicating Digital Circle information

A membership area (via login) which will differentiate between member companies and non-member individuals/interested third parties

Member company showcase/profile area – profile areas for individual members and news/feature areas containing multi-media features, which may also

include user-supplied content

Social media section, to allow engagement based on special interest groups, events, blogs, discussions and assorted social media tools

A means of facilitating membership engagement via mobile devices, so that the social side of the site is not wholly dependent on web browsing

Responsibility for hosting and maintenance of the site up to 31st March 2012 (being one year from the end of the project), based on levels of site traffic reasonably expected for this kind of platform.

Information for Proposers

The details supplied above represent a broad outline of the requirements of the project. The successful company will work closely with Digital Circle/Momentum in the early stages to fully define the detail of the project, and weighting will be given to those companies that show vision and imagination in their proposals and an ability to demonstrate a close and ongoing relationship with Digital Circle/Momentum during the length of the project.

Each company should submit a written proposal, no longer than 12 pages of A4, that demonstrates prior experience in the required areas, creative ability, understanding of the brief and the capacity for imaginative thinking. In addition, sufficient detail to allow the proposal to be evaluated against the criteria outlined below must be supplied.

A shortlist will be drawn up of companies that will then be asked to make a presentation, details of which will be supplied at the time.

The project has a maximum budget of £25k

Digital Circle/Momentum welcomes bids from companies or collaborations between companies or individuals. In the case of collaborations, one party must be named as the lead.

Criteria

Companies will be evaluated taking the following criteria into consideration:

Criteria	Weighting (%)
Approach	25
Understanding needs	25
Innovation	25
Experience and ability to deliver	25

Closing date for submissions will be midnight, Friday 9th July 2010

Applications should be submitted to Colin Mitchell

(colin.mitchell@tenalpsvision.com)

in Microsoft Word (.doc), Open Office (.odt) or PDF format

(all emails received will be acknowledged – if you don't get an acknowledgement then resend or contact Colin Mitchell via the Momentum NI office – 028 90450101)
