

d'ART Inc. REQUEST FOR PROPOSAL

In order to provide the highest quality Web site design services, we ask that you provide a detailed Request for Proposal (RFP).

We use your response to the RFP to analyze your goals, requirements, and expectations. This allows us to develop a specific quote to be used as the foundation of your development project. In the event you have not prepared an RFP, we have provided this RFP form.

This document is meant to act as guide in preparing you to fill out the Online form at www.dartinc.net.

Part I: Tell us how to get in touch with you

Company:

Contact Name:

Email:

Telephone:

Fax:

Address:

City:

State:

Zip Code:

Business Type: Manufacturing Wholesale Distributor Service Other

If other business type, please describe

Part II: Background and Goals: The Company

Please provide corporate and industry descriptions, including competitors, along with a brief critique of their sites. Include contact information and a description of the group who will be working on the project. Who are the decision makers, who else would be contracting, who's responsible for what, and what human resources you have at your disposal for various stages of the process.

About The Project

Is this a new or existing Web site?

New Existing

If existing, type of server hosted on?

NT Linux

If existing, number of pages currently

Number of pages expected to be designed

Is or will this site be eCommerce enabled?

Yes No

Is there an existing database?

Yes No

Are or will products be sold from this site?

Yes No

If yes, approximate number of products?

Is there a budget established for this project?

Yes No

If Yes, approximate budget - or leave blank

Do you have an advertising budget established?

Yes No

If Yes, approximate quarterly budget amount?

What is the mission statement or summary of your project?

What are the basic goals of this project (e.g., branding/identity reinforcement, improved access to information, direct sales, corporate communication)?

What outcome will make this project successful? How will you measure success?

What are your schedule requirements?

Describe any work that has been done toward designing/redesigning a new Web site.

Will the Web site reinforce an existing branding or marketing strategy? How?

Discuss any identity/branding assets (logos, other artwork, fonts) or issues.

Rank the following, in order of importance, (1) ranking as lowest and (10) ranking as highest.

- | | |
|---|----------------------|
| A Web strategy that fits with our corporate strategy | 1 2 3 4 5 6 7 8 9 10 |
| A Web strategy that fits with our marketing strategy | 1 2 3 4 5 6 7 8 9 10 |
| Re-Purposing existing content | 1 2 3 4 5 6 7 8 9 10 |
| Creating a community of dedicated visitors | 1 2 3 4 5 6 7 8 9 10 |
| Quality execution (graphics, writing, navigation, etc.) | 1 2 3 4 5 6 7 8 9 10 |
| Time to market | 1 2 3 4 5 6 7 8 9 10 |
| Ease of maintenance | 1 2 3 4 5 6 7 8 9 10 |
| Doing better than our competition on the Web | 1 2 3 4 5 6 7 8 9 10 |
| People bookmark the site because they get so much out of it regularly | 1 2 3 4 5 6 7 8 9 10 |
| Staying within the budget | 1 2 3 4 5 6 7 8 9 10 |
| Sending the message that we know the Web and use it appropriately | 1 2 3 4 5 6 7 8 9 10 |

Part III: Audience, content, and functionality

What types of visitors do you want to attract?

What are your goals for each type of visitor?


What are the products/services involved?

What are your goals for these products/services?

Content

Where will content come from? Will it be new, repurposed, or both?

How often will you add new content?

Who will update the content?

Functionality

What functional requirements do you believe to be necessary (e.g., download areas, database-driven WebPages, commerce, catalog, applications)?

Who will update these functionalities?

Are there extraordinary security issues? If so, please explain in detail.

Are there other technical issues or limitations? If so, please explain in detail.

Who will maintain the site contents?

What types of legacy systems/databases are in place?

What is your long-term plan for the site? Please describe in detail.

IV. Content, Design, Layout, Ease of Navigation - your opinions

This part of the profile is very important. The more work you put into it, the more your project will benefit. Find one to three of the highest quality sites on the Web that relate to your project in the following categories. Please provide the complete URL for each site.

1) Web sites that have similar branding/recognition to yours. This may include your competition:

2) Web sites that appeal to same target group of customers:

3) Web sites that have similiar colors, look-and-feel (user interface), layout:

4) Your competitors' Web sites:

5) Web sites that have similiar quality of content:

6) Web sites that have similiar functionality (e.g., content, news, eCommerce):

7) Your overall favorite sites (for whatever reasons):

Describe in detail your current marketing and advertising plan, including publishing model (frequency, novelty of content), attracting new people to the site (newsworthiness, giveaways, impact), community, special features, responsiveness, and other categories important to your project.

Additional comments/questions: