

ARCH Disability Law Centre

Website Redesign Request for Proposal



ARCH DISABILITY LAW CENTRE 55 University Avenue Toronto, ON M5J 2H7

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Introduction

ARCH is a community legal aid clinic with the aim of defending and advancing the rights of people with disabilities in Ontario. Our website is the primary informational resource to our clients, community partners and other legal professionals. Our website has served us well but it has grown outdated and cluttered with material directed at our diverse audience. We are looking for a web designer or web design firm to partner with us to develop a new website. We want something clean, easy to navigate, easy to maintain and that will position us as a leader in web accessibility best practices.

Context

One of our major challenges here at ARCH is the many ways we serve our community. Clients can contact us for legal consultations, lawyers use our website to learn the latest in Disability law, law students hold practicums and article with us, there are several community projects we partner with, and the public also look to us communicate major issues where disability rights and the laws of Ontario intersect. Our website has to be just as multifaceted as we are, but also approachable and easy to navigate. Redesigning our website is a chance to refresh our internet presence, to communicate to our various audiences more effectively and to act as leaders in accessibility within the digital realm, just as we do outside it.

Prioritized Goals

We want to accomplish five primary goals with this redesign:

1. **Accessible**

- To ensure full compliance with web accessibility meeting WCAG 2.0 with a Level AAA rating where possible and ensure that our website supports users with various disabilities and supports all major assistive devices and software.

2. **Mobile-friendly**

- To provide an equal mobile browsing experience to that enjoyed by our desktop users as measured by reducing our mobile bounce rate and increasing our average page views per session to be comparable to desktop sessions.

3. Intuitive Layout

- To create an easy to navigate site structure that utilizes a simple and clean interface, allows our users to quickly orient themselves, find relevant information quickly as demonstrated by usability testing that we will conduct.

4. Easy to maintain

- To have a website built on the WordPress CMS which allows all staff members to write posts and edit pages, with advanced permissions for the administrator to customize pages as required, and using plug-ins and other third-party services which are well supported and maintained.

5. Scalable

- To create a website that will last us for years to come by allowing the opportunity to add additional functionalities and features without great expense or undue disruption, for example, allowing us to add password protected pages, webforms or even an intranet without requiring an entire redesign.

Users

There are four major user types the website must serve:

Clients

- Our primary service to our clients is providing legal counsel over the phone with one of our lawyers. A common misperception is that we will take any client's case. Our website should convey what we can offer and prepare our clients for their phone interview to make the most effective use of their time. Beyond this, our clients use our website to educate themselves about various disability law topics. We take great efforts to make this material easy to read and accessible and our website should present it that way.

Lawyers and Law Students

- Lawyers use our site to know what is current in disability law, to review our recent cases and submissions and to assist them in their own cases. We provide assistance to lawyers who encounter disability issues in their cases, refer cases to lawyers who wish to take clients with disabilities and we provide lawyers with ongoing legal education. All these services need to be clearly communicated and, since lawyers are often looking for specific material, we need to ensure that resources on our site can be searched effectively.

Members and Community Partners

- Our mandate is not confined to the courtroom but expands outwards to our communities and broader society. We partner with many community organizations and provide support for groups which advocate for the equal rights of people with disabilities. The website should provide up-to-date information about the programs we are involved with, along with the public-facing materials on becoming a member and details from our annual general meeting.

Researchers

- The majority of visitors to our site identify as a type of researcher. While the research being done may have different objectives, many of our users visit our site for the comprehensive informational resources we offer. Creating an underlying information architecture for the large scope of issues we address and which is intuitive for all our users is a major challenge which we hope to address in this redesign.

RFP Timeline

We respect your time and believe that all candidates should have a clear understanding of the stages involved in our selection process:

Responses required by Jan. 22nd, 2018

- In order to be considered we must receive your response by Jan. 22nd, 2018. Your response must meet the proposal requirements outlined below.

Follow up meetings will be held Feb. 5th – 16th

- Design firms who have met our criteria and seem like promising partners will be scheduled for an in-person meeting to discuss the project in more detail and to evaluate whether this will be a good fit with your firm's profile.

Final decision will be made by Feb. 26th

- We will select our successful applicant by Feb. 26th, 2018 and will let all other parties know that a decision has been reached. We are very appreciative of all those who express an interest to work with us.

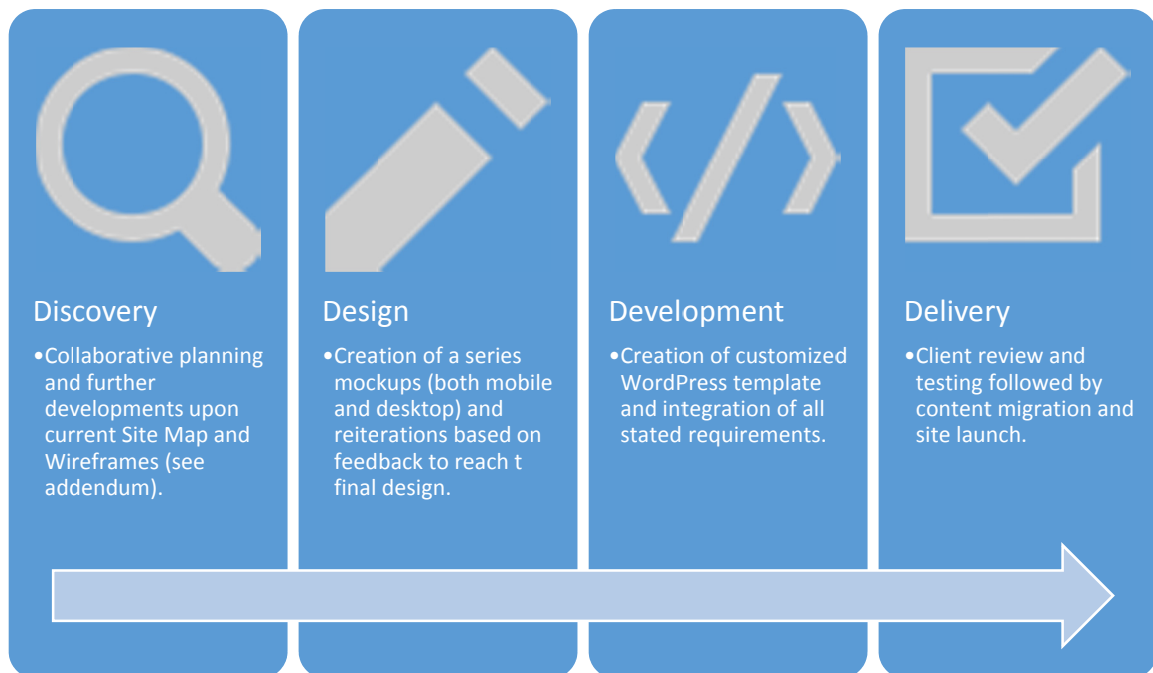
Project Timeline

We expect all applicants to provide a detailed set of project milestones and deliverables with projected completion dates.

Anticipated Launch Date: June 4th, 2018

- Given the scope of the project and the fact that content will be developed by ARCH staff we believe 14 weeks will be an adequate amount of time to complete the redesign. We request that all applicants indicate the feasibility of delivery on this timeline and to detail how any project delays will be communicated and the mitigation strategies which will be adopted to prevent them.

Anticipated Project Roadmap



Budget

As a non-profit our budget is modest. Reaching an agreement about which of your services to include, and what optional functionalities are feasible will depend on the best use of our current budget. Please consider this in making your projections.

Maximum limit: \$25,000

- Our budget demands that no more than \$25,000 is spent to develop the website including all accessibility features, plug-ins and the additional features listed in the Requirements section, if included. We require candidates to provide an itemized quote with clear explanations for cost projections. While we expect competitive quotes our decision will not be made based on the lowest cost.

Payment Schedule

- The successful candidate will be paid in three installments:
 - The first payment upon signing the contract.
 - The second payment upon delivery of the website for beta testing.
 - The final payment following deployment and staff onboarding.

Existing Website Info

Our current website has approximately 1000 weekly sessions with some users remaining on the site for hours. Clearly it is still providing a valuable service and even though we have identified several pain points there are aspects we want to keep moving forwards.

- **What is working**
 - Stable site architecture which has lasted over 7 years
 - Internal search engine is effective
 - Acts as an information repository our users find continually useful
- **Our three biggest pain points**
 - Information Architecture
 - Poorly optimized for the modern web experience
 - Expensive to maintain and not adequately customizable in house

Requirements

In order to consider the redesign a success the following must be met:

Design

Accessibility

Meets Web Content Accessibility Guidelines WCAG2.0 (Level AAA) and is compatible with accessible technology and opportunity to add more accessibility features as new features are created and become available.

Mobile-friendly

Either a responsive design or adapted for the three primary media screen sizes (smartphone, tablet and desktop).

Visually clean, uncluttered

Layout can have no more than two columns. Legibility and simplicity favoured over flashy design elements and moving images.

Scalable

Website can be updated. Additional functionalities like those listed below for separate pricing can be added at a later date without major redesigns.

Navigation

Breadcrumb

All pages will have breadcrumb links to allow users to quickly navigate within their current page hierarchy and to allow users to quickly orient themselves within the site.

Menu

Primary navigation bar will not exceed 2 levels of page hierarchy. 3rd and 4th levels of page hierarchy to be accessible through contextual links and subpage navigation as required.

Links

Links to PDF, other uploaded media and external websites will always open in new window.

Error page

Customized error page with an apology, redirection to home page and a search box.

Search

Search functionality for the entire site and not just Google-indexed pages. Options for both page searches and for documents and other media which uses tags or keywords.

Ease of Maintenance

CMS

Unless a very strong case can be made otherwise, WordPress would be our ideal CMS allowing all staff to be involved in website maintenance. Also, the ecosystem of plugins allows easy extensibility.

Link checking

Automatic broken link checker and other automated website maintenance plugins as appropriate to our context.

Automatic date stamping

All pages and posts are automatically stamped with the date published or last modified with administrator override when required.

Document management

The many document files on our site must be easily tagged, categorized and allow summaries.

Templates

Page templates

We require templates for the Home Page and for Other Pages at minimum (please see wireframes).

Blog template

Blog page template must include a sidebar with dropdowns to allow search by topic and month. A widget on the home page will display the most recent items published to the blog.

Form creation

Functionalities for forms from simple contact forms to more complex subscription forms must be made available through plugins or similar and be modifiable by the webmaster for different purposes.

Third-party integrations

Social media

Social media sharing buttons should appear at the bottom of every page and post and linking to ARCH social media accounts should appear on homepage (Twitter, Facebook and YouTube).

Google Map integration

Maps to ARCH offices and to promoted events must allow Google map iframes.

Google Analytics

Site must be connected to our current Google Analytics account.

Security

Multiple logins with different permissions

Website must allow different accounts for staff with varying permissions to create, update delete and perform administrator tasks.

Security Plugins

Additional protection from hacking and site monitoring should be provided through plugins such as WordPress, Defender Security or similar.

Audits

All changes to pages and post should allow version tracking and identify the creator or editor at each stage.

HTTPS Protocol

Site must be delivered over HTTPS.

Security Updates

Automatic updates to newest WordPress version shall not be impeded and ability to conduct all security updates must be available in-house.

Technical

WordPress

Unless a very convincing case can be made we believe that the WordPress CMS delivers the right balance of ease of use, functionality and customization options.

External hosting

We will not be self-hosting the website. Please detail, with separate pricing, hosting, domain registration/renewal/transfer services you provide. If not a provider, please suggest appropriate Canadian web hosts.

Backups

Website must be automatically backed up to the cloud or other external storage service.

Performance

Page load

Average page load for the site must be no greater than 2.0 seconds.

Stability

Customizations and other website templates will not be undone by WordPress updates or require recalibration for each update.

Legacy browser compatibility

Currently 23% of our desktop users visit our site using Internet Explorer. We expect our website to support the 3 latest versions of Chrome, Firefox, Safari, Opera and Edge for both desktop and mobile and remain usable for IE11+ though some functionality may be limited.

Ongoing support

Training

Upon delivery of the website an administrative user manual is to be provided along with on-site training. Transition support will be provided for the next 3 calendar months.

Updates and maintenance

Please detail, with rates, the technical support services and ongoing website maintenance packages you provide.

Items for separate pricing

At present these features are not essential but we would appreciate knowing what you would charge to include them at this time.

Portals

A password protected portal allowing ARCH board members or articling students to have access to secured documents and communications.

Content Migration

Costs associated with content migration.

Proposal Requirements

Now we want to hear from you...

- Tell us about your firm. Why would you be a great partner for us?
- Do you have any experience working with the non-profit sector?
- What is your typical project management process for a website redesign?
- How much involvement will be expected of us and how much time should we allocate?
- What will the testing period entail on our end?
- What does your administrator training in the CMS include?
- How will you confirm full site accessibility?
- What responsibility do you take for post-launch issues and any required remediation (if identified by a third party auditor)?
- Please indicate any plugins or third party services you would advise we adopt.
- Please provide a projected project timeline with milestones and key deliverables.
- Please provide a fully itemized quote and the projected cost for additional features.
- Please include some recent examples of your best work and references from previous clients.

Contact Person

Proposals may be submitted to our webmaster, Yangtzee Tamang, by email tamangy@lao.on.ca.

If you have any questions or clarifications please direct them to Yangtze. Email is the preferred method given our current workload.

Our Thanks

We very much appreciate your interest and wish to thank all candidates who take the time and effort to prepare a proposal.

Our thanks,

The ARCH Disability Law Centre Team

Addendum

Wireframes

Home page

The wireframe illustrates the layout of the ARCH Disability Law Centre home page. It features a header with the organization's logo and name, a search bar, and navigation links. Below the header is a horizontal menu with five categories: 'Who we are', 'Our Services', 'Programs and Partnerships', 'Resources & Publications', and 'Get involved'. The main content area is divided into two columns. The left column contains a 'Welcome' section with a large placeholder for a description and contextual links. The right column contains a 'News' section with a placeholder for recently published news articles, followed by 'Social Media Icons' and 'Steps to Justice'. The footer includes contact information, funders and supporting organizations logos, a disclaimer, and links to the Accessibility Statement, Privacy Policy, and Access & Accommodation Policy.

ARCH Disability Law Centre

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[Advanced Search](#)

Who we are | Our Services | Programs and Partnerships | Resources & Publications | Get involved

Welcome

Welcome Description with contextual links for major user groups

News

Most recently published news articles

Social Media Icons

Steps to Justice

Address and Contact Phone, Email | Funders and Supporting Organizations Logos? | Disclaimer

[Accessibility Statement](#) [Privacy Policy](#) [Access & Accommodation Policy](#)



[Advanced Search](#)

Who we are	Our Services	Programs and Partnerships	Resources & Publications	Get involved
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Local Navigation Section Title Page Title Page Title Page Title Page Title (Current) Page Title Page Title	Section or Page Title <p>If section page: Introductory description and contextual links to pages within that category.</p> <p>If page: Body text.</p>
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Address and Contact Phone, Email	Funders and Supporting Organizations Logos?	Disclaimer Accessibility Statement Privacy Policy Access & Accommodation Policy
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Site Map

1st Level	2nd Level	3rd Level	4th Level	Page Type
Home				Dynamic
	Who we are			Static
		Our Mission, Vision and Values		Static
			Mission Statement	Static
			Strategic Plan	Static
		How we work		Static
		Staff		Static (rare updates)
		Board of Directors		Static (rare updates)
		Our History		Static (rare updates)
		Our Funders		Static (rare updates)
Our Services				Static
	Legal services for clients			Static
		Who we can help		Static
		How we can help		Static
		What we do		Static
		Before you call us		Static
	For Lawyers and Paralegals			Static
	Legal education			Static
	Law reform			Static
	Test case litigation			Static
Programs and Partnerships				Static
	Student Programs			Static
		Disability Law Intensive		Static
			DLI Alumni Program	Static
		Social Work Program		Static
		Internships and Placements		Static
	Association for Human Rights Lawyers			Static
	Respecting Rights			Static
	Education Assistance			Static

	Initiative			
	Accessible Services Program			Static
	Access Awareness			Static
Resources and Publications				Static
	ARCH Alert			
	Disability Law Primer			Static
	Law and Policy Submissions			Dynamic
	Fact Sheets			Dynamic
	Papers and Reports			Dynamic
	Annual Report			Static (rare updates)
	ARCH Library			Static (rare updates)
	ARCH Videos			Dynamic
	Workshops			Dynamic
Get Involved				Static
	Become a Member			Static (interactive)
	Become a Community Partner			Static (interactive)
	Join our Private Bar Referral			Static (interactive)
	Employment Opportunities			Static (rare updates)
	Volunteer			Static (interactive)
	Donate to us			Static
ARCH News				Dynamic
Twitter/Facebook links				Static
Steps to Justice				
Search				Dynamic
Contact Us				Static
Disclaimer				Static
Accessibility Statement				Static
Privacy Policy				Static
Access & Accomodation Policy				Static
Anti-ableism Policy				Static
Accessibility Standard for Customer Service				Static