



**New Ventures Maine RFP - Website Redesign
RFP Questions and Answers
August 16, 2023**

- 1. Most of my past clients have been small businesses and start-ups. Is it necessary for references to be from educational or nonprofit organizations?**

We would encourage you to submit your proposal with whatever references you have currently; that will satisfy the request for references in the RFP.

- 2. Is there a budget range for this project?**

We realize that approaches and costs differ from company to company. As you align your costs with the specifications outlined in the RFP document, please estimate the budget based on what it will take for your team to meet the requirements that are in the RFP.

- 3. Are there any third-party software integrations? (3A) Are all classes managed through Google forms? (3B)**

(3A): We don't believe software integration is necessary, but we would like to explore a forms option that would work better than google forms for class registrations so that data could be exported (to Excel or .csv, possibly?) and data entered and managed more efficiently. We use Flipping Book for display of publications and Constant Contact for newsletter sign-up, but those are both stand-alone applications.

(3B): Yes, all class registrations are managed through google forms.

- 4. For new content that you wish to implement in the redesign, are you looking for content strategy/content generation support services?**

New Ventures Maine will be generating new content, but would like to have display options and help with best practices re: information hierarchy and layout, especially toward the goals of easy navigation and improved user experience.

- 5. What are the top three goals for the redesign?**

The top 3 goals for the redesign are:

- a. Cross-platform (smartphone, tablet, desktop, large screen); last five years of Chrome, Firefox, Safari, Edge) responsive site
- b. Contemporary site using current, supported themes and templates
- c. Improve user experience

6. How many vendors are participating in this bid process?

Four vendors are participating in this bid process.

7. What does project success look like to the client team?

A successful NVME website redesign would improve the user experience through a collaborative and responsive process that meets the goal of the website redesign launch in mid-January and provides for support to troubleshoot and train on the administrative management of the site through the successful launch of the website.