REQUEST FOR PROPOSAL FOR THE LOS ANGELES AQUEDUCT DIGITAL PLATFORM

Dear [Contact name]:

UCLA Library invites you to submit a proposal for the design and development of the Los Angeles Aqueduct Digital Platform (LAADP) project in accordance with the requirements set forth in the attached Request for Proposal (RFP).

UCLA Library is developing the Los Angeles Aqueduct Digital Platform to mark the centennial of the LA Aqueduct, which aims to raise consciousness of the Aqueduct’s impact on the physical environment and the everyday lives of Southern Californians, and to provide a resource for future research and writing. UCLA Library seeks to provide a Drupal-based platform that will host digitized historical sources from UCLA’s collections and from other archival repositories, a research guide to Aqueduct-related holdings in multiple archival repositories, and narrative context related to the history and future of the aqueduct from multiple perspectives.

Please submit an electronic version of your proposal by no later than June 21, 2013. It is anticipated that the proposal that best speaks to the needs and opportunities of the LAADP will be selected no later than June 28. We will notify all firms of our decision on that date.

All correspondence pertaining to this proposal should be directed to the attention of Stephen Davison, Head of the UCLA Digital Library. His contact information can be found on the attached RFP.

Thank you for your time and interest in the Los Angeles Aqueduct Digital Platform project. The LAADP project team looks forward to reviewing your proposals.

Sincerely,
Requests for proposals: Drupal website development for the

LOS ANGELES AQUEDUCT DIGITAL PLATFORM

OVERVIEW
UCLA Library is seeking a firm to create a new website using the Drupal platform for the Los Angeles Aqueduct Digital Platform (LAADP). The goal for the LAADP is to develop a site, which will allow for intuitive navigation, accessible content organization, and flexibility for later incorporation and/or enhancement of module functionalities. The project will start July 2013, with the target date of initial release of the platform being September 15, 2013. The completion of the project is targeted for January 2014, though there is a possibility of an extension of the project.

ABOUT THE PROJECT
UCLA Library is developing the Los Angeles Aqueduct Digital Platform to mark the centennial of the LA Aqueduct, which aims to raise consciousness of the Aqueduct’s impact on the physical environment and the everyday lives of Southern Californians, and to provide a resource for future research and writing. UCLA Library seeks to provide a platform that will host digitized historical sources from UCLA’s collections and from other archival repositories, a research guide to Aqueduct-related holdings in multiple archival repositories, and narrative context related to the history and future of the aqueduct from multiple perspectives.

PRIMARY FEATURES
- **Guide to Archival Materials:** A comprehensive survey of relevant holdings from Los Angeles area institutions and UCLA Library. This annotated guide would virtually network archival resources in an organized fashion and provide access to digitized material.
  - Digitized material, specific to this project, will be hosted on the UCLA Digital Library’s content management system and integrated into the platform.
- **Scholarship:** Scholarly contributions from UCLA graduate students in the Center for Primary Research and Training that investigate the historical significance and legacy of the Aqueduct through a variety of academic lenses.

SECONDARY FEATURES
- **Secondary Resources:** Practical and user-friendly resources such as bibliographies, timelines, maps, photographs, and audio/visual materials that contextualize the Aqueduct’s impact on the development of Southern California.
- **Dialogues:** Space for interaction between resource experts and the Los Angeles civic community.

The site will include images, video, audio, PDF, and digitized maps.

PROJECT SCOPE
The project will require the following involvement and deliverables:
- Become familiar with the scope of the LAADP project and collaborate with the LAADP project team to design the architecture of the site
• Recommend, document, and implement structured plans, built on a data-driven, iterative approach process
• Develop wireframes and other UX elements
• Evaluate and recommend contributed modules to enhance platform’s features and functionalities
• Evaluate and test completed site
• Assist in training LAADP project team on the site’s features and functionality
• Collaborate with UCLA and participate in meetings—a minimum of 1 hour per week between the Lead Project Manager and the LAADP project team

HIGH-LEVEL KEY INTERACTIONS
• Clean, easy-to-navigate site
• Build navigation to enable effective discovery of resources, as well as functional aspects
• Intricate historical relationships between content
• Clean, intuitive interface for the backend of the content management system
• Scalable platform for future growth and enhancement

TARGET AUDIENCE
• Undergraduate and graduate students at UCLA
• Researchers and instructors at UCLA and other academic institutions
• Members of the community, potential students, and researchers

TARGET DEVICES
• Browsers: Chrome, Safari, Firefox 3+, IE 7+
• Tablets: iPad/Android browsers

FUNCTIONAL REQUIREMENTS
• Basic navigation
  o Search: basic, advanced with filters
  o Browse: place, people, event, year, titles, subjects
  o Zoom: images, maps
  o Filters: year, content type, subject
• Social interaction
  o Share: FB, Twitter, G+, Email
  o Rate: G+, FB-like
  o Tag: tag content
  o Comment: audience can add metadata pertaining to items in collections; content commenting
• Curation of content
  o Save: private curated content
  o Share: public sharing of searched items, narratives, curated content
  o Label: tag content
  o Cite: metadata for source (researchers use to cite)
• Staff accounts and content management
  o Authentication: library staff credentials (Drupal management of content); different user permissions
Templates: based on content organization and editing needs of diverse set of content editors

- **Discovery**
  - SEO: recommend plan for SEO

- **Accessibility**
  - Must meet UCLA guidelines for web accessibility, working with the UCLA Disabilities and Computing Program to review and advise (http://dcp.ucla.edu/resources/web-accessibility/)

### PHASE I
(Approximately July 2013 to August 15)

- LAADP project team will build personas
- Define information architecture
  - LAADP will provide sample content and work with vendor to define content types, relationships, etc.
- User interaction and wireframing
  - Working with LAADP project team to develop wireframes
- Design
  - Working from user interaction developed in wireframes, create mockups for main template pages that illustrate look and feel

### PHASE II
(Approximately August 15 to September 15, 2013)

Phase II will see the completion of the minimum viable product of the LAADP site for a November 5, 2013 launch. (The LAADP team will need time to upload and edit content before November launch.)

- Coding and implementation
  - Responsive design: working from wireframes/mockups, create the functionalities, interactions, and design for the site that works across web and tablets (iPad/Android)
- Training and documentation
  - Train LAADP on the initial iteration of the site
  - Document the full implementation
- Project key deliverables
  - Wireframe/mockups
  - Information architecture
  - LAADP web/tablet site on UCLA Library infrastructure (Drupal)
  - Training of LAADP team and documentation

### PHASE III
(Approximately September 15, 2013 to January 31, 2014)

Phase III will see the enhancement of functionalities and the inclusion of those not implemented in Phase II. Changes made to the site must be reflected in the following:
• Coding and implementation
  o Responsive design: create/enhance the functionalities, interactions, and design for the site that works across web and tablets (iPad/Android)
• Training and documentation
  o Train LAADP on the developed site
  o Document the full implementation
• Project key deliverables
  o Wireframe/mockups
  o Information architecture
  o LAADP web/tablet site on UCLA Library infrastructure (Drupal)
  o Training of LAADP team and documentation

FINAL TERMS & CONDITIONS
As negotiated by UCLA Purchasing Department. The successful bidder will need to provide proof of liability insurance.

OWNERSHIP RIGHTS
UCLA Library/UC Regents will own all work from the project.

BIDDING ON THE PROJECT
If you are interested in bidding on the UCLA Library Special Collections’ Los Angeles Aqueduct Digital Platform project, please provide the following information by email in numbered sequence to:

Stephen Davison (Digital Library and Aqueduct Team Liaison)
Head, Digital Library
UCLA Library
sdavison@library.ucla.edu

and

Jasmine Jones
Project Manager, Los Angeles Aqueduct Digital Platform
UCLA Library Special Collections
jjones@library.ucla.edu

Deadline for submission of proposals: June 21, 2013

Please provide the following:
1. Company headquarters address
2. Company principal’s name and contact information
3. References from similar completed projects
4. Desired terms and conditions of contract
5. Price Quotation by phase (as granular as feasible). 5% of budget needs to be reserved for after launch for tweaking and troubleshooting.
6. Name of person in your Design Firm who would serve as the point person for contact with the Digital Library and Aqueduct Team Liaison of project, and experience (LinkedIn or CV info)

Other relevant questions:

7. How do you sum up your philosophy about building online experiences?
8. Describe how many of your team would work on this project, and specify if they are in-house or contract.
9. Please share 3-5 web projects (preferably some academic library, museum, or comparable sites).
10. Describe the skill sets that would be part of this project.
11. The LAADP project has a short design and development timeline before the platform’s initial launch to the general public. Describe how you would prioritize your time in order to ensure that the minimum viable product is ready by mid-September.
12. How does user experience research fit into your overall design strategy?
13. There will be releases of multiple iterations of the platform. Describe your testing, support, and training plan based on the multi-phase development and release of the platform.