



# Request for Proposal

## Website Redesign & Development

This RFP is for design and development services for a new website for the National WWI Museum and Memorial.

### Company Overview

The National WWI Museum and Memorial is America's leading institution dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community. The Museum and Memorial fulfills its mission by:

- Maintaining the Liberty Memorial as a beacon of freedom and a symbol of the courage, patriotism, sacrifice, and honor of all who served in World War I
- Interpreting the history of World War I to encourage public involvement and informed decision-making
- Providing exhibitions and educational programs that engage diverse audiences
- Collecting and preserving historical materials with the highest professional standards

Soon after World War I ended, Kansas City leaders set out to create a lasting monument to the men and women who had served in the war. The Liberty Memorial was dedicated in 1926 by President Calvin Coolidge in front of more than 150,000 people.

Restored and expanded in the 2000s, it was officially designated as the National WWI Museum by the 108<sup>th</sup> Congress in 2004 and later a national memorial in 2014. The facility has the most diverse World War I collection in the world and is the only American museum solely dedicated to preserving the objects, history and personal experiences of a war whose impact still echoes in our world today.

The National WWI Museum and Memorial is currently undertaking a five-year Second Century Strategic Plan. The strategic plan lists Three Big Ideas, of which the first and third will be integrally related to the website. The Three Big Ideas are:

- We will create a richer and more immersive visitor experience by refreshing and expanding galleries and **access to the Museum and Memorial's collection.**
- We will ensure the stories of minorities, women and indigenous people who served in WWI are not lost but are preserved and told through a dedicated collecting initiative.
- **We will make the Museum and Memorial more accessible to audiences across the globe through effective use of digital learning technologies.**

The Liberty Memorial Association (dba the National WWI Museum and Memorial) is a 501(c)3 tax-exempt nonprofit organization.

### PROJECT GOALS

The Museum and Memorial seeks to reimagine [www.theworldwar.org](http://www.theworldwar.org) with the primary goal of improving the experience of our online visitors, with a more-accessible website which can be equally experienced from a wide variety of devices, focused on the information that our audience is most interested in:

- **Engaging with educational content** (including articles, interactive timelines, exhibitions and collection materials)



- **Planning a visit to the Museum and Memorial**
- **Supporting the Museum and Memorial** (through financial support, volunteering and artifact donations to the collection)

### Current Website

[www.theworldwar.org](http://www.theworldwar.org)

The current website was launched in 2013, with modifications in 2018 to make the site templates responsive (mobile-friendly) and to better integrate with the Museum and Memorial's new CRM software, Tessitura. It is built on Drupal 7 and hosted on Amazon Web Services.

### Current Pain Points

The Museum and Memorial's current website ([www.theworldwar.org](http://www.theworldwar.org)) has a robust collection of organizational and historical content, which is accessed annually by nearly a million users. However:

- The website is difficult to navigate and not intuitive. Users often report having a hard time finding the content they need.
- The fundraising/support portion of the website was developed as an afterthought.
- The website needs improvements to better meet guidelines for accessibility and user privacy.
- The original site templates were not designed to be responsive and are becoming dated.
- The CMS (Drupal 7) is due for replacement.
- Transactional pages (for online tickets, donations, event RSVPs, etc.) are not well integrated with the main website's infrastructure.
- The ability to add new and interactive content is limited.

### PROJECT SCOPE

This project proposal is for the pages and infrastructure of [www.theworldwar.org](http://www.theworldwar.org) and limited site styling of [my.theworldwar.org](http://my.theworldwar.org). More details on what is and is not in scope on this project are outlined below.

### Technical and Functionality Requirements

The new [www.theworldwar.org](http://www.theworldwar.org) should be built on the latest version of a website CMS comparable to Drupal or WordPress with hosting on a cloud service comparable to Amazon Web Services, and meet current accessibility guidelines (WCAG 2.1, Level AA) and relevant privacy standards.

The interface of [www.theworldwar.org](http://www.theworldwar.org) should be responsive, working across a wide variety of devices (mobile, desktop, etc.) A variety of layouts/templates and custom menus are needed in order to best communicate a multitude of content (generic web pages, educational articles/encyclopedia, exhibitions, searchable databases of content, etc.)

Site features needed include, but are not limited to:

- WYSIWYG content editor
- Site search
- Searchable databases of content, such as for educator lesson plans and video recordings
- Image galleries, spotlights and slideshows
- Dynamic hero images and videos



- Easy video player embedding on content
- Content tagging and linking
- Call to actions (CTAs), emergency alerts, and similar features
- A variety of button layouts
- Adjustable table/column layouts
- Menus for navigation of content
- The ability to schedule content to publish/unpublish
- Interactive elements with movement
- Editable interactive timelines (This is a popular feature of the existing site, currently built using Knight Lab's open source tool Timeline JS. Visit [www.theworldwar.org/timeline](http://www.theworldwar.org/timeline) for an example.)

### **Desired Functionality**

Other features that are desired, cost dependent:

- API Integration with Tessitura/TNEW, such as a user login allowing access to exclusive content for members/donors
- Video Library/Database, making the Museum and Memorial's large collection of lectures and video content currently available on [www.youtube.com/NationalWWIMuseum](http://www.youtube.com/NationalWWIMuseum) more easily searchable and discoverable on [www.theworldwar.org](http://www.theworldwar.org)
- Encyclopedia/article framework allowing easier browsing, searching and cross-referencing of the websites many informative articles about WWI topics and history
- Interactive maps to better convey the global history of WWI (Such as this example from the UK National Archives: [www.nationalarchives.gov.uk/first-world-war/a-global-view/asia](http://www.nationalarchives.gov.uk/first-world-war/a-global-view/asia))
- A more robust framework for creating narrative, interactive exhibitions/features on the site using text, images and video (similar to our external digital exhibition microsites or content on Google Arts & Culture such as [artsandculture.google.com/story/jQKiedAG6GrFJA](http://artsandculture.google.com/story/jQKiedAG6GrFJA)).
- Interactive tools such as quizzes for educational content
- Multilingual support, allowing portions of the website to be available in other languages
- API integration with Shopify store or Argus collections database

### **Website Content**

The new [www.theworldwar.org](http://www.theworldwar.org) will be a comprehensive website for the organization, including information on the history of the Museum and Memorial; information on planning a visit; details of current and past exhibitions; contact information; hiring, policy, privacy and financial documents; educational content and interactives; and much more. Please visit the existing website for an example of the breadth of content currently offered.

Museum and Memorial staff will be responsible for providing this content to the vendor for creation/migration during this project. Staff can also provide a robust collection of high-resolution images and video footage of the facility, grounds and visitors.

### **Design**

The website should be responsive and the design professional and contemporary, matching with the organization's current brand identity, finalized in 2017.

Learn more about the Museum and Memorial's Brand Identity and Style Guidelines:

<https://theworldwar.org/styleguide>

Learn more about the Museum and Memorial's logo, "Intersections":

<https://www.theworldwar.org/intersections>



### **Sub-domains/microsites**

*my.theworldwar.org*

Transactional content (donation forms, online ticket purchases, membership signup, public program registrations, online calendar, etc.) is currently housed on Tessitura's web platform, TN Express Web™ (TNEW), and accessible at the subdomain [my.theworldwar.org](http://my.theworldwar.org). The scope of this project **does not** include modifications to that infrastructure, but **does include** updated styling of the TNEW site template in order to visually match the new [www.theworldwar.org](http://www.theworldwar.org)

The TNEW site template is a single HTML file that includes "the page header, page footer, analytics code, image assets, and overall CSS styling." If more information about TNEW or the site template is needed prior to submitting your proposal, please contact us for further documentation.

### *Digital Exhibitions*

The Museum and Memorial maintains several "digital exhibition" microsites, which are separate from [www.theworldwar.org](http://www.theworldwar.org) (they are not part of the main website's CMS and are currently hosted separately on Site5). Though these microsites are **not** in the scope of the project, it is preferable if the new website includes templates for exhibition content that are flexible enough to allow Museum and Memorial staff to migrate the bulk of the content of these exhibitions (narrative text, images, video, etc.) into the main website.

[exhibitions.theworldwar.org/philanthropy](http://exhibitions.theworldwar.org/philanthropy)  
[exhibitions.theworldwar.org/volunteers](http://exhibitions.theworldwar.org/volunteers)  
[exhibitions.theworldwar.org/war-fare](http://exhibitions.theworldwar.org/war-fare)  
[exhibitions.theworldwar.org/christmas-truce](http://exhibitions.theworldwar.org/christmas-truce)

### *shop.theworldwar.org*

The Museum and Memorial maintains a Shopify online store. The store website is **not** within the scope of this project, but proposals that include ideas for integration between the online store content and the main website are welcome.

### *Online Collections Database*

The Museum and Memorial's online collections database contains over 40,000 object records to date. The online portal for the database is currently PastPerfect ([theworldwar.pastperfectonline.com](http://theworldwar.pastperfectonline.com)), but will be migrating over to Lucidea's collections management system platform Argus no later than June 2021. The online collections database is a separate web platform outside of the scope of this project, but proposals that include ideas for integration between the database and the main website are welcome.

### **SEO/Analytics**

The vendor will set up Google Analytics and Tag Manager on [www.theworldwar.org](http://www.theworldwar.org) to track performance of the site and create a framework to allow for easy customization of metadata for Search Engine Optimization of individual pages and groupings of website content.

### **Ease of Use**

The large volume of content and updates on [www.theworldwar.org](http://www.theworldwar.org) requires many staff members of varying technological skill to be able to edit content on our website. The admin interface of the final CMS needs to be relatively easy to use and intuitive, with clear instructions on content creation. Prior to launch, the vendor will provide documentation and advise Museum and Memorial staff on best practices related to architecture, content organization and permissions.



### **QA and User Testing**

The vendor is responsible for conducting relevant testing to assure that the final product meets the needs of the Museum and Memorial, is easy to use for the average online visitor and is reasonably error free prior to launch. Museum and Memorial staff and volunteers are available to aid in user testing. As part of the costs of this project, the vendor will provide support post-launch for a limited time period (not less than a month) in order to address issues or bugs that may arise.

### **Post-launch Support**

The Museum and Memorial does not have in-house web developers or IT staff and would need to engage long-term support services for maintaining website infrastructure (both for CRM updates/security and hosting infrastructure), costs to be negotiated separately from this project budget. Please provide maintenance options and cost estimates with your proposal.

### **Budget**

This project is grant funded, with an approximate budget of \$125,000. Vendor input is invaluable in helping guide the most efficient use of this budget, as well as for future website options and functionality. We also welcome pro-bono support from vendors beyond the current estimated budget, if interested.

### **Timeline**

Responses Due: 2/24/2021

Chosen Agency Selected & Contacted: 3/5/2021

Project Kick-off: 3/10/2021

New Website Launch Target Date: 12/1/2021

### **Criteria for Selection**

- Deadline oriented: Pursue and meet established timelines without monitoring/prompting.
- Technical expertise: Previous experience in building interactive, responsive sites. Industry experience considered a plus.
- Partner: Act as a partner in the project build by involving our team but also taking the lead when needed.
- Flexibility: Adapt when needed to unforeseen project changes.
- Communication and problem solving: Ability to commute issues that arise and present advice and research that aid in decision-making.
- Vision: Provide ideas for project beyond what is presented initially based on expertise in the field.
- User interface design: Ability to create user-centered design, making the user's experience as seamless as possible.
- Mission oriented: Demonstrate alignment with the mission and ideals of the National WWI Museum and Memorial.

### **Proposal Requirements**

Please include the following in your proposal response:

- Overview of your company
- Details about your team



- Portfolio of recent design & development examples
- Recent client references for work produced
- Overview of how you will meet our objectives
- Scope of your work (research, design, development, post-launch errors correction. etc.)
- Explanation of your proposed platform/CMS
- Outline of your website design & development strategy
- Proposed website timeline from kickoff to launch
- Post-launch maintenance services and costs
- Key differentiators about you
- Pricing with optional elements line-itemed
- Terms & conditions

Vendors will be contacted to arrange presentations, if necessary. We look forward to your proposal!

For questions and to submit your proposal, please contact:

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National WWI Museum and Memorial

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