

Request for Proposal (RFP): Pulse Login/Gated Access and Analytics

Healthy Teen Network is seeking proposals from qualified website development companies, teams, or individuals to enhance an existing sexual health mobile website, Pulse, that is hosted on WordPress. The primary goal of this project is to implement a gated access and analytics mechanism.

Pulse's content includes text, visual elements, videos, audio clips, interactive quizzes, interactive graphics, image-based choose-your-own-adventure style comics, and a map of clinic locations managed through an API. We intend for all or nearly all of the website's content to be gated with logins. Additionally, we require the development of an analytics system capable of tracking both individual user interactions and aggregated site usage data to be shared with future clients.

Full website content will be shared only with the selected vendor.

Proposal due date: Rolling basis, no later than April 21, 2025



Healthy Teen Network

Project Narrative

Healthy Teen Network is looking for an efficient, scalable, and sustainable solution to provide gated access to Pulse and generate meaningful analytics. Our goal is to ensure that future client organizations, such as school districts and community organizations, can easily distribute unique logins to their users while maintaining security and data integrity.

For example, a client, such as a school district, may contract with Healthy Teen Network to provide Pulse access for 1,000 students for one year. Healthy Teen Network would generate 1,000 unique logins, which the school district would then distribute to its students. These students would then use their assigned credentials to access Pulse's exclusive content.

In addition to access control, Healthy Teen Network requires an analytics and reporting system that aggregates usage data for each client. This system should allow school districts and other organizations to receive periodic reports detailing their users' engagement with Pulse. Upon request, Healthy Teen Network should be able to produce and send clients an analytics dashboard summarizing user behavior and interaction patterns. For example, if the school district requests it, Healthy Teen Network can generate an interactive dashboard summarizing user behavior trends, helping school district understand how students are interacting with Pulse.

At a high level, we are looking for an efficient, sustainable solution that meets these needs. We are seeking a vendor's expertise in designing a system that is simple, effective, and easy to maintain. We encourage proposals that prioritize streamlined implementation and long-term usability.

Project Scope of Work

The selected vendor will be responsible for implementing the following features:

A. Content Management System Integration

- Incorporate the necessary features within the existing Pulse mobile website using WordPress.
- Ensure ease of content updates using WordPress.
- Ensure compatibility with current mobile website, maintenance, and support services.

B. Gated Access/Login System

- Develop and integrate a secure login system that allows Healthy Teen Network to selectively grant access to Pulse's content while maintaining security best practices.
 - Ability to generate logins in bulk for clients/groups (e.g., an entire school district) for distribution.
 - Only authorized users may access Pulse.
 - Ability to create and distribute unique user logins efficiently.
 - Bulk export functionality for unique user logins, allowing quick and seamless sharing with clients, who can in turn, distribute the logins to their users (e.g., students).
 - Grouping functionality to organize different clients (e.g., school districts) and their unique logins.
 - Ability to grant, revoke, and set expiration dates for access at the client/group level.

- Bulk administrative tools to manage user access and permissions at the client/group level.
 - Capability to generate limited-time access codes (e.g., 2-week trials) for potential clients.
- Implement authentication systems that support large shared user groups (e.g., school districts).
- Ability to restrict access to specific areas of the website based on user authentication.
- Provide options for seamless authentication via native implementation, plugins, or integrations (e.g., social logins, email/password, single sign-on [SSO]).
 - If third-party plugins or integrations require additional costs (e.g., licensing fees), these should be disclosed.

C. User and Aggregated Analytics System

- Develop a robust analytics dashboard that tracks individual user interactions and site-wide usage, aggregated at a client/group level.
 - If a cost is associated with integrating an analytics dashboard (e.g., a plugin license), please make that known.
- Define key user data points in collaboration with Healthy Teen Network.
- Capture user activity metrics, including but not limited to:
 - Pages visited by client
 - Duration on application / time spent on content by client
 - Activity within six topical “buckets” of content
 - Which media users access, such as interaction with quizzes and multimedia elements
 - # of users by client
 - # of unique and repeat visitors by client
 - Clinic locator map API access
- Ensure relevant data privacy compliance within the United States.
- Custom reports to provide aggregated data reports for overall site performance and user engagement trends per client.
- Develop exportable, branded reports (CSV, PDF, or API/plugin integration for external reporting tools).

D. Testing and Deployment

- Conduct user testing to ensure system stability and ease of use for a mobile-first experience.
- Provide a webmaster guide and conduct a walk-through with the Healthy Teen Network team to facilitate ongoing content management.
- Provide documentation and training materials for Healthy Teen Network staff.
- Offer post-deployment support and troubleshooting.

Proposal Submission

Interested parties should submit their proposals to April Lat (innovation@healthyteennetwork.org) as soon as possible, and proposals will be reviewed in the order they are received. Please include the following:

- **Experience and Expertise:** Provide information about yourself, company, or team, including any relevant experience in website development and technical expertise for similar projects. For individuals or teams, this may take the form of (a) resume(s).

- **Portfolio:** Share examples of previous website projects that demonstrate your capabilities.
- **Project Approach:** Describe your proposed approach to incorporating these features into Pulse, including a timeline and milestones. Please ensure you include a proposed technology stack and development framework for WordPress integration, a description of approach to implementing the gated access and analytics features, and data security and privacy considerations.
- We anticipate the project will be completed **within 1-2 months**. The project should begin **no later than May 19, 2025**.
- **Cost Estimate:** Provide a detailed cost estimate for the project, including any additional costs for third-party plugins, integrations, or services, and fees for revisions, if applicable.

Our team will review all proposals as they are received and may conduct interviews or request additional information. The selected agency or team will be notified **by May 2025**.