

Request for Proposal (RFP): Pulse Website Redesign

Healthy Teen Network is seeking proposals from qualified website development companies, teams, or individuals to redesign and enhance an existing sexual health mobile website, Pulse. The primary goal of this redesign is to enhance user experience while migrating existing content, with some new features and visual elements required or considered. 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 the content on the website to be gated with shared logins.

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

Proposal due date: October 23, 2023



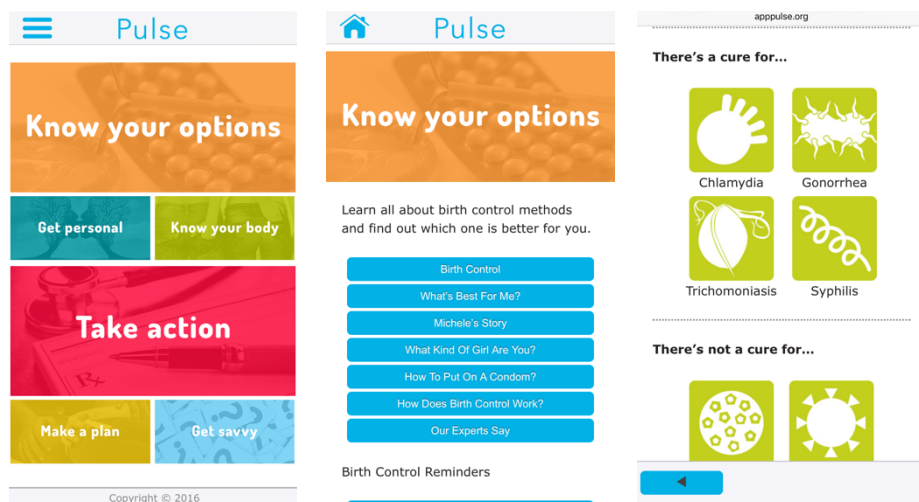
Healthy Teen Network

Project Objectives

- **Content Management System:** Redesign and enhance the existing sexual health mobile website, Pulse, using WordPress.
- **User Experience:** Create a new, up-to-date, mobile-first user experience that enhances navigation and speaks to today's generations of young people and the professionals that serve them (e.g., teachers). Consider enhancing user experience with none to some *cost-effective* additional features (e.g., an “infinite” scroll newsfeed, a gamified dashboard, etc.).
- **User Interface and Visuals:** Create a new user interface with layout and visuals that speaks to today's generations of young people and the professionals that serve them. Update, replace, or add select visual elements to reflect a contemporary, visually appealing design, while considering the current visual identity of Pulse.
- **Content Integration:** Migrate existing content, including text, visual elements, 30 short videos, 12 short audio clips, 5 interactive quizzes, 4 interactive graphics, 3 image-based choose-your-own-adventure style comics, and a map of clinic locations managed through an API.
- **User Authentication and Access Control:** Implement an authentication system that allows for shared logins across large systems (e.g., schools) to gate access to content.
- **User Data Analytics:** Develop the ability to collect and analyze user data from shared logins to demonstrate usage metrics to various systems. Define the specific data points to be collected in collaboration with our team.
- **Continued Updates:** Leverage easy-to-use WordPress builder to allow our team to continuously update content. Create a webmaster guide and conduct a walk-through with Healthy Teen Network team to aid this process. Vendor must allow for third-party maintenance and support.

Project Need

The current iteration of Pulse is dated, requires many taps or clicks for users to access content with a nested navigation structure, and relies on a button-link system that does not intuitively describe content. Visual elements like headers and icons should be replaced.



Proposal Submission

Interested parties are invited to submit their proposals to Nicholas Sufrinko (nick@healthyteennetwork.org) no later than **October 23, 2023**. Please include the following:

- **Experience and Expertise:** Provide information about yourself, company, or team, including your experience in website development and technical expertise. 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 redesigning Pulse, including a timeline and milestones. We anticipate the project will be completed within 2-3 months. The project should begin no later than **November 15, 2023**.
- **Cost Estimate:** Provide a detailed cost estimate for the project, including fees for revisions, if applicable.

After the submission deadline, our team will review all proposals and may conduct interviews or request additional information. The selected agency or team will be notified by **November 1, 2023**.