



## Request for Quotes Website Redesign and Maintenance (MOA-RFQ-2022-01) Posting Date: September 7, 2022 Closing: September 30, 2022

Company Name	Museum of Ontario Archaeology
Website URL	<a href="http://www.archaeologymuseum.ca">www.archaeologymuseum.ca</a>
Contact Name	Rhonda Bathurst
Phone Number	519-473-1360 x81372
Email	<a href="mailto:rhonda@archaeologymuseum.ca">rhonda@archaeologymuseum.ca</a>

### 1. Introduction

The Museum of Ontario Archaeology (MOA) is an Ontario non-profit and a registered charity with a mandate to educate and serve the public in safeguarding and sharing the province's cultural heritage. We share, interpret, and care for the archaeological record to advance an understanding of Ontario's diverse and complex heritage through time and place. The MOA is seeking quotes to overhaul and re-design the museum's existing website (Phase 1) and to provide required updates, SEO optimization, and ongoing bi-annual maintenance (Phase 2).

Name	Title	Email	Project Role
Rhonda Bathurst	Executive Director	<a href="mailto:rhonda@archaeologymuseum.ca">rhonda@archaeologymuseum.ca</a>	Project Manager
Heather Hatch	Collections Manager	<a href="mailto:heather@archaeologymuseum.ca">heather@archaeologymuseum.ca</a>	Internal content lead
Leeanne Doxtator	Public & Education Programmer	<a href="mailto:leeanne@archaeologymuseum.ca">leeanne@archaeologymuseum.ca</a>	Internal content contributor

### 2. Budget Range

The budget range for the redesign and development of Phase 1 of this project is \$30,000 - \$50,000 with Phase 2 regular maintenance (i.e., SEO optimization, security updates and emergency services) to be quoted separately.

### 3. Timeline & Important Dates

The timeframe for Phase 1 of this project is expected to take three to four months:

Process	Time required
Review current website(s) and needs	2 weeks
Consider options and decide on new design	1 week
Cull, collect & develop content and new graphics for website	4 weeks
Mock up new design, test and solicit feedback	4 weeks
Launch new website and repair deficiencies	1 week
<b>Total Estimated Time</b>	<b>12 weeks</b>

## Proposed Schedule

Deliverable	Date
Posting Date	07 Sep 2022
Response Date	30 Sep 2022
Vendor Selection	14 Oct 2022
Project Kickoff	01 Nov 2022
Desired Launch Goal Date	31 Jan 2023

### 4. Challenges

**Optimize space and improve navigation:** The current website provides too much information buried in too many click-throughs. The mandate of the museum is unclear, the most important information about the museum can be difficult to find, and buried information is not updated.

**Improve aesthetics:** The use of visuals is not optimized to communicate the museum's brand, mandate, or services. Information is text heavy with many out-dated pages.

**Optimize mobile viewing:** Most visitors view the website on a desktop (58%) utilizing Chrome or Safari, but mobile users are on the rise (39%).

### 5. Project Goals

The top priorities of this project are to:

- Drive traffic, showcase services, engage with users, enhance brand awareness and loyalty
- Improve UX through intuitive interfaces and extraordinary experiences
- Improve user engagement by reducing navigation effort
- Intuitively integrate other webpages and services to keep traffic on or return it to the website
- Increase profitability by simplifying and streamlining ecommerce such as the gift shop, tour scheduling, program booking, space and equipment rentals, and collections storage fees
- Simplify and optimize content updates and website management to minimize ongoing operating costs

### 6. Our Audience

Currently, our most active website audience identifies as female (62%), between the ages of 18-34. In-Market segments represent Education/Post-Secondary Education (2.35%), Home & Garden/Home Décor (2.11%) and Education/Primary & Secondary Schools K-12 (1.96%) suggesting most users are likely to be teachers, parents, and archaeology and museum professionals/enthusiasts. Most users are English (88%), reflecting the language most of the website content is offered in. They are engaging with the webpage from Canada (57%) and the USA (22%). Most users spend 0-10 seconds on the website and only 12% are returning visitors.

The museum serves three distinct roles: 1) an archaeology/history museum, 2) a specialized collections curation and research facility, and 3) a national historic site. Thus, audiences are likely to be segmented within the following categories:

## Archaeology/history museum

### Programming

- Teachers looking for relevant school programs
- Locals and tourists interested in visiting the museum to learn more about Ontario history
- Parents looking for day camps or unique birthday experiences for their children

### Research & Interest

- Researchers seeking specific information about Ontario archaeology collections, including Indigenous history
- Public with general interest in archaeology, history, Indigenous heritage, Ontario heritage
- Emerging museum professionals, seasonal archaeologists, summer students, interns seeking employment or specialized skill development opportunities such as internships

### Space

- Office managers/teaching institutions/community groups/party planners looking for unique/small office/meeting/celebration space

## Collections (this includes an online database)

- Commercial archaeology/engineering firms looking for long-term storage and/or services to prepare collection for long term storage
- Archaeological researchers interested in working directly with collections, our library archives, or the database
- Professional archaeologists and researchers seeking information about collections
- Professional archaeologists/researchers seeking the use of specialized archaeology equipment
- Archaeology/public history/museum studies students interested in researching or learning how to care for collections
- Indigenous communities seeking access to or information about collections

## National historic site

- Indigenous communities connecting with a significant heritage location/landscape
- Tourists interested in the history/heritage of the region
- Teachers seeking locations for field trips

## 7. Requirements

The Museum already has a web page, a platform, webhost and domain services. Therefore, the primary services that are anticipated for this project will be layout, design, UX, and marketing optimization. Ongoing maintenance should be listed as a separate line item and include how frequently maintenance would be required and the annual cost.

### Profile of Current Webpage

Number of current pages	140
Number of desired pages	<b>50 or less</b>
Platform (prefer to keep but open to options)	Wordpress
Web Host (open to options)	SiteGround
Domain	NameCheap
E-commerce (open to improvement suggestions)	Woocommerce Square Paypal
Collections database searchable frontend	Lucidea (Argus platform) searchable database
Pages and content to integrate	Youtube (MOA page) Sketchfab (3D viewer) Google Arts & Culture online gallery and exhibits Digital Museum of Canada online exhibit TMHC's online exhibit about the Lawson Site 360 degree virtual tour (Kuula) EngageArt app = Lawson & Medway AR tours Google forms Liveworksheets (Education programming) Constant Contact (newsletter)
Donor profile pages	Fundscrip Canada Helps Paypal

### Desired Outcomes

- A memorable and extraordinary online experience that showcases the museum's strengths in collections management, education, innovation, and digitization
- Organized, intuitive user experience with less click-throughs and less text
- Broader user segments achieved by communicating visually (so non-English speakers can appreciate the site)
- Keep users engaged with website for longer periods
- Organized ecommerce services so they are found quickly, and the user experience is intuitive and agreeable to encourage more online revenue or successful leads
- Email marketing integration/newsletter signup
- Integrate related websites, tools, and apps

## Inspirational Examples

Name	Website	What inspires us
Dino Lab Incorporated	<a href="https://www.dinolabinc.ca/">https://www.dinolabinc.ca/</a>	<ul style="list-style-type: none"> <li>-Streamlined for pre-booked tours and mobile-optimized for tour bookings</li> <li>-Image forward, generates excitement/wonder</li> <li>-Clear &amp; concise mandate communication through branding and layout (branding colours are similar to our own)</li> <li>- Incorporation of different payment options</li> </ul>
Royal BC Museum & Archives	<a href="https://royalbcmuseum.bc.ca/">https://royalbcmuseum.bc.ca/</a>	<ul style="list-style-type: none"> <li>-Simple, easy to navigate</li> <li>-Good impact image</li> <li>-Quick-access to ticketing button</li> <li>-Territorial acknowledgement</li> <li>-Includes Google button for displaying pages in different languages</li> <li>-Incorporates collections/archive database</li> <li>-Donations, ticketing &amp; sales use the same payment system (Vantix)</li> <li>-Mobile optimized but brief</li> </ul>
The National Gallery	<a href="https://www.nationalgallery.org.uk/">https://www.nationalgallery.org.uk/</a>	<ul style="list-style-type: none"> <li>-Excellent/appropriate visuals</li> <li>-Visiting info up-front and booking information for visits &amp; courses/workshops</li> <li>-Incorporation of virtual tours, items from the collection</li> <li>-Separate page for Giftshop – which is also nicely done organized (and demonstrates the seamless incorporation of a database)</li> <li>-Universal icons (like calendar bookings))</li> </ul>
Discover Puerto Rico	<a href="https://www.discoverpuertorico.com/">https://www.discoverpuertorico.com/</a>	<ul style="list-style-type: none"> <li>-Creative use of visuals &amp; video</li> <li>-Use of dynamic video to convey information instead of words</li> <li>-Use of a map (prefer if it was used for wayfinding)</li> <li>-Mobile optimized graphics</li> </ul>

### Additional Services

- Graphic designer to take professionally staged photos/videos required for extraordinary landing and/or other web pages (to be included in the Phase 1 quote)
- Phase 2: Regular maintenance, including content updating/culling, security and content updates, google analytics and SEO optimization (to be quoted separately from the Phase 1 budget)

### 8. Submission Instructions

Please send completed proposals in PDF format to:

[rhonda@archaeologymuseum.ca](mailto:rhonda@archaeologymuseum.ca)

Please include the following details with your project estimate:

- Name, address, email, phone, website
- # of years in operation
- Top clients and when (date) they partnered
- 3-5 client references
- 3-5 top relevant projects, who worked on each project, link to case study or website URL
- # of individuals (approx.) that will work on the website project, their roles & responsibilities
- Any additional resources required for support (ex: sub-contractors)
- # of hours and general timeline from start to completion (approx.)
- General overview of website build process end-to-end
- Separate lines in the quote for Phase 1) website overhaul and 2) ongoing service

All prices must be stated in Canadian funds. Prices must include all costs, fees, and taxes.