

12 November 2010

Request for Proposal

Introduction

Asia Pacific Top Level Domain Association (APTLD) is requesting proposals for its website revamp project.

APTLD is an organisation for ccTLD (country-code Top Level Domain) registries in Asia Pacific region. APTLD was originally established in 1998, and in 2003 legally established in Malaysia. The current Secretariat of APTLD is in Hong Kong, operated by the Hong Kong Internet Registration Corporation Limited (HKIRC). The APTLD Secretariat supports and reports to the General Manager of APTLD, Ms Jian Zhang, who is based in Beijing, China. While the administration and daily operation of APTLD are managed by the General Manager with assistance from the Secretariat, the Board of Directors of APTLD oversees the overall strategic directions of the Association.

APTLD works as the forum of information exchange regarding technological and operational issues of domain name registries in Asia Pacific region. Also, as an interface to other international Internet coordinating bodies, APTLD fosters and elevates participation of AP ccTLDs in these global fora, as well as acting in the best interest of APTLD members in global Internet policy making process.

APTLD is based on membership, and its activities are funded by membership fees.

This document detailed the requirements and specifications of the new association website and tentative schedule of the project. Interested parties are encouraged to visit the association's existing website at: <http://aptld.org/> for reference.

Background of the project

APTLD would like to revamp its existing website at: <http://aptld.org/>. The website is currently hosted in Hong Kong by a hosting service provider and managed by the APTLD Secretariat. The APTLD Secretariat engages a Hong Kong local web-services consultant for website updating on a pay-per-job basis. APTLD targets three major areas of improvement to the association website:

1. A complete redesign of the website layout and graphics based on the corporate brand and image of APTLD;
2. Incorporation of a Content Management System (CMS) to the website, which enables in-house website updating to the major part of the website by the Secretariat and General Manager;
3. Enabling of a members' only section within the association website. Members are assigned login IDs and passwords to access the said section. The Secretariat and General Manager can upload different types/formats of data to the members' only section in-house through the CMS.

Detailed requirements of the website

The website should at least consist of the following pages:

Homepage:

APTLD news and announcements should appear on this page. There shall also be a section for quick links to meeting update.

APTLD

About:

Similar to the existing page: <http://aptld.org/about.htm>, there shall be a section on the general introduction to the association. There shall be links to the member list, board members list, staff list, sponsorship information, and membership information.

Meetings:

Similar to the existing page: <http://aptld.org/meetings.htm>, there shall be a dedicated section on the latest information (including pictures and logos) of the upcoming meeting, and another section for the archive of the past meetings materials. A meeting registration page with forms (ref. <http://aptld.org/meeting-rego.htm>) where reports can be generated in-house by the Secretariat and General Manager shall also be enabled. An embedded photos album to the page would also be desirable.

Training:

The page shall contain different divisions for information.

Documents:

This page serves as the archive of the organisational documents, similar to this existing page: <http://aptld.org/documents.htm>.

Members' Only:

The page shall be the portal to the members' only section of the website. Members can login here with their assigned ID and password. An application for password and login ID management with an administrative console accessible by the Secretariat and General Manager shall be in place.

Contact:

A page containing all the contact information similar to the existing page: <http://aptld.org/contact.htm>.

Site Search and Site Map:

The entire website shall be searchable. A site map shall be set up to assist navigation.

Other requirements of the website are:

Header and sidebars:

The header shall incorporate the logo of APTLD with a design scheme that fits the corporate image of the association. Links and snapshots of important information shall appear at the sidebars.

Content Management System:

A user-friendly, intuitive, and flexible CMS for all of the above mentioned pages shall be in place. The Secretariat and General Manager shall be able to update the web pages with hyperlinks, photos, PDF, MS Office files, commonly embeddable HTML objects like Google Calendar, and other common file types.

APTLD welcomes proposals on alteration and addition to the above mentioned website layout.

Scope of service

The selected consultant shall be responsible for the following work:

1. To propose an overall design scheme of the website;
2. To provide detailed mock-ups of the website graphic and layout design for APTLD's approval;
3. To advise and propose improvement to the APTLD website beyond the requirements of this RFP document;
4. To propose the implementation plan and schedule of the whole revamp project for APTLD's approval;
5. To provide all the graphic and layout design of the website;
6. To code and upload the new website to the hosting server;
7. To propose a schedule of and to manage an User Acceptance Testing (UAT) for the CMS and the members' only login section;
8. To provide a 12-month technical support and design and layout alteration support of the website for APTLD.

Tentative schedule

15 November 2010 – Publication of the RFP

3 December 2010 – Deadline of proposal submission

10 December 2010 – Announcement of result

13 – 17 December 2010 – Negotiation of agreement terms

20 December 2010 – Signing of agreement; provision of the final implementation plan by the Consultant; settlement of 30% of agreed contract payment

7 January 2011 – Consultant to provide the first detailed mock-up of the graphic and layout design

14 January 2011 – APTLD to provide comments on the mock-up; settlement of another 30% of agreed contract payment

21 January 2011 – Consultant to provide the final design and the UAT platform

28 January 2011 – APTLD to confirm all the functions and design of the website

28 – 31 January 2011 – implementation of the new website online; settlement of another 30% of agreed contract payment

31 March 2011 – Settlement of the rest (10%) of the agreed contract payment

31 January 2011 – 30 January 2012 – Technical and alteration support by the Consultant

The Proposal

Proposals submitted will only be accepted for consideration if they are submitted on or before 1700 (Hong Kong Time) on 3 December 2010 by post and by email to the APTLD Secretariat, and are consist of all the following sections:

1. Cover Page
2. Executive Summary
3. Company Background
4. Track Record (with links to no less than three existing corporate websites designed and coded by the party submitting the proposal)
5. Detailed account of the proposed solution to the website improvement requirements
6. One-page graphical rendering of the proposed design scheme of the website
7. Proposed implementation plan



Asia Pacific Top Level Domain Association

8. Proposed cost of service
9. Project team and contact information

Proposals shall reach the APTLD Secretariat at:

Postal address:
Unit 2002-2005
20/F ING Tower
308 Des Voeux Road Central
Sheung Wan
HONG KONG

Email address: sec@aptld.org

Evaluation scheme of proposals

Company Background – 10%
Track Record – 20%
Proposed solution – 30%
Proposed design scheme – 20%
Proposed cost – 20%

APTLD Contacts

Primary Contact

Mr Henry CHAN
Secretariat Director
Tel: (852) 2319 3830
Email: henry@aptld.org

Secondary Contacts

Ms Daphne PHAN
Administrative Assistant
Tel: (852) 2319 3822
Email: daphne@aptld.org

Ms Jian ZHANG
General Manager
Email: jian@aptld.org

APTLD

Unit 2002-2005, 20/F ING Tower, 308 Des Voeux Road Central, Sheung Wan, Hong Kong
Phone +852-2319 3830 | Fax +852-2319 2626 | sec@aptld.org