



Request for Quote for Website Design Services

La Grange Park Public Library
555 North La Grange Rd. La Grange Park, IL 60526

Summary

The La Grange Park Public Library is seeking quotes from qualified web designers to refresh our current website. The site, located at: www.lplibrary.org, was completely redone in 2012 and is maintained via Wordpress. The site receives approximately 5,000 hits per month on the homepage. Staff edit the site and make content changes as necessary.

Background

The Village of La Grange Park is situated in suburban Chicago with a population of 13,579. The mission of the library is to connect residents to personal growth and development; reading, viewing, and listening enjoyment; and 21st century technology.

The library serves an audience made up of over 75% adults (ages 18 and over), with almost 30% of the population being over 55, and 26% under the age of 19. For this reason, the library recognizes parents, middle aged adults, and senior citizens are likely the primary users of our website. Development should be geared towards best meeting their needs.

Recently, the library has begun to focus on branding and user experience as a guiding force in project development. The library wants users to have a consistently excellent experience when interacting at the physical library, but equally important is allowing for a satisfying online experience.

Project Scope

The staff have formed a website committee that has outlined key changes to be made and suggested visual enhancements. The plan is not to completely redesign the library website; instead, it is to adjust navigational issues, inconsistencies in page layout and design, and enhance access and desirability of digital collections and technology services. The committee will continue to meet once a design consultant is hired and they will work as a team to identify other issues and reformulate plans as needed.

Staff will continue to develop new initiatives for the website, even after this process is complete. It would be ideal, though not necessary, for the designer to be willing to return to the library and work with staff on an as-needed basis.

We will also look for the design consultant to make recommendations on any other website related issues that we have not identified.

Priorities

1. Easy Navigation: People should be able to find what they need quickly;
2. Patron Driven: The most popular pages should be developed and given priority when re-designing;
3. A Focus on Digital Collections: Patrons should find it easy to access and use robust digital collections;
4. Simple and Streamlined: A less is more approach should be taken in terms of the level of text and relevant content. The total number of unique pages should go down as we focus on content that is popular and relevant for our users;
5. Friendly and Informative: We are looking for creative ways to connect with our users online. We want our website to be a friendly and fun space that reflects the personality of the library and staff.

555 NORTH LA GRANGE ROAD, LA GRANGE PARK, IL 60526

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Project Requirements

1. The site must retain its responsiveness for maximum mobile accessibility;
2. The site should be aesthetically pleasing and easy to navigate;
3. The site should work equally well across a variety of browsers (Firefox, Chrome, Edge, Safari, etc.);
4. Wordpress CMS should be maintained;
5. Current style of library graphics, logo, color scheme, etc. should be retained;
6. Staff should be trained in editing and maintaining the site;
7. The site will not include any consultant or third party logo or advertisement without prior written approval of the library.

Timeline

Library Issues RFQ: February 1, 2016

Deadline for Submission: February 23, 2016, 5pm

Recommendation to the Board: March 22, 2016

Work Begins April 1, 2016

Proposal Requirements

Provide the following information:

- Summary of your company's experience;
- Which elements are included in the work you propose to do: visual design, modification of Wordpress backend, etc.;
- Details of elements you may outsource;
- Your pricing mechanism (e.g. fixed bid, estimate, bill by hour) and billing intervals, if any;
- Work sample portfolio, including websites your firm has designed and/or developed that are most relevant to this project. Include the client company name, phone number, contact name, type of work you performed, date of project completion, and the client website URL;
- Availability and cost of additional design, user training, site modification, and custom programming post- rollout of the redesign.

The library may request additional data, discussions, or presentations in support of the responses to the received RFQ in addition to or in further clarification of the submittals. The library may contact any proposer under consideration to confirm or clarify any information provided or to collect more evidence of skills and abilities as needed to evaluate responses.

Evaluation Criteria

Selection of a website development service provider will be based on which is most aligned with the goals of the library. Important factors will include:

- Demonstrated experience and qualifications in web design/development;
- Experience working with public libraries/public sector;
- The proposed cost for the services;
- The availability and capacity of the consultant to perform the services in a timely manner;
- The availability of the consultant to meet with library staff during the development phase;
- The ability of the consultant to provide documentation and training to our technical staff.



Submissions

Please send your proposal via email as a pdf on or before February 23, 2016, 5pm to:

Kate Buckson, kateb@lplibrary.org and Gabe Oppenheim, gabe@lplibrary.org

Please direct any questions, in writing, to Kate Buckson at kateb@lplibrary.org on or before February 12, 2016. All questions will be responded to via email and posted on the library's website.