

# Website Redesign & Development

## Request for Proposal

Post Date: December 12, 2017

This Request for Proposal (RFP) is for design and development services for a new website for Phoenix Art Museum. This will be a concept-to-completion production with potential on-going support.

### RFP & Project Timeline Details

- RFP Posted: December 12, 2017
- Letter of Intent Due: December 20, 2017
- Proposal Due: December 29, 2017
- Finalists Selected & Contacted: No later than January 10, 2018
- Finalist Presentations: Week of January 29, 2018
- Awardee Selected & Contacted: Week of February 5, 2018
- New Website Launch Target Date: January 2019, with possible beta testing beginning in late 2018

### Museum Overview

Since 1959, Phoenix Art Museum has provided access to world-class exhibitions of art, a comprehensive and renowned permanent collection of more than 19,000 works, enriching educational programs, and exciting social and entertainment activities, all in the heart of the city. Located at Central and McDowell in midtown Phoenix, the Museum has expanded during its nearly 60-year history to become the largest art museum in the southwestern United States, with lending and exhibition partnerships with museums and private collections all over the world. Throughout the year, the Museum presents lectures, films, and family and school educational programs, all of which are mindfully designed to enlighten, entertain and stimulate. For much of the Museum's history, it was helmed by James K. Ballinger, who retired in 2015. In February of that year, Amada Cruz was named the Sybil Harrington Director and CEO. In her tenure, Cruz has initiated new efforts to increase access to the Museum by removing economic barriers through the addition of more voluntary-donation days, and has worked closely with her staff to develop new strategies to diversify the Museum's audience. Additionally, the Museum's bilingual initiative has opened doors to new segments of its community to ensure a strong sense of inclusion and openness for the state's growing Hispanic population.

Today, the Museum seeks to continue to strengthen its relationship with its existing and traditional audiences, as well as to grow its Hispanic youth and family audiences, Millennial audiences, senior citizen audiences, LGBTQ+ audiences, and suburban audiences. It seeks to serve as a place of connection and unity, bringing all persons from all walks of life together for a chance to be enriched and engaged through art, in whatever form they most prefer. From the joyful vivacity of Discount Tire Free Family Weekends, to the "place-to-be-and-be-seen" excitement of a First Friday, to periods of quiet reflection on a weekday morning, the Museum offers something for every segment of its community.

In FY2017, the Museum experienced more than 6.5% attendance growth with more than 284,000 visitors to its midtown campus. It enjoyed record-setting numbers, including more than 7,000 visitors to its October 2016 First Friday. It instituted the Discount Tire Free Family Weekend, opening free for all families for one full weekend each month, with live performances, storytelling, art-making, and more. Its Senior Coffee Socials and Arts Engagement Program cater to senior citizens who seek to enrich their golden years with knowledge about art. Through educational partnerships with University of Arizona's Medical School, and Maricopa Community Colleges, the Museum becomes a vital part of the higher education experience. Through school tours, including free tours for Title I schools, and engagement programs like the Teen Arts Council, the Museum connects in rich ways with K-12 students. Throughout the Museum, new programs and initiatives are being developed to continue to meet our audiences where they are.

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## Context and Goals

Our current website was built in 2010, and moderately updated in 2012. Since that time, continued updates have been minimal with little impact on improving the user experience. The current site does not adequately represent the Museum's evolving brand, nor the local, regional, national, and global impact the Museum can make. Our website is integral in attracting visitors, drawing attendance to Museum events and educational programming, acquiring new Museum Members, engaging donors, increasing community outreach, promoting and archiving Museum exhibitions, providing educational resources to educators, and providing searchable access to the Museum's collection and scholarly resources to an international audience.

The development of a new website will require increased functionality and accessibility beyond the current website, with a dynamic user experience for a variety of user personas reflecting the Museum's multiple audience segments. The new site should be built with a responsive design across multiple device platforms in order to meet users where they prefer to consume media, from traditional desktop computers to mobile devices. The ultimate goal of the new website is to reflect the Museum's objective of bringing the world to Phoenix and Phoenix to the world through art, culture, innovation, and creativity.

Additionally, the Museum seeks to incorporate a seamless experience for Spanish language-speakers in order to increase access to Arizona's growing Hispanic population. In the new website, all content will be bilingual, available to users in both English and Spanish. The Museum prefers that the user experience is singular, with bilingual content provided in the main website, not dual websites.

The Museum's new website should be able to be administered and maintained by staff, utilizing both new content and existing assets, in a seamless and efficient manner through a flexible, user-friendly content management system. Additional goals include the functionality to generate media exposure, employment recruitment, and contractor access, with integration for the generation and management of ticket sales, Membership sales, and retail sales through the site (eCommerce) via existing third-party platforms.

## Website Objectives

- Increase brand awareness
- Establish brand as innovative leader in our space
- Increase Museum visitorship
- Increase ticket sales to public programs, events, and activities
- Increase Museum membership sales
- Increase retail sales
- Increase donor engagement and revenue
- Build dynamic, searchable content that appeals and retains users
- Establish an engaging, visually-immersive multimedia experience to feature the Museum's collection, exhibitions, and events
- Integrate a seamless English and Spanish bilingual user interface
- Integrate responsive and ADA-compliant web design

## Project Team

**Project Lead: Nikki DeLeon, Director of External Affairs**

**Project Lead: Michael Bartley, Senior Manager of Design and Digital Strategy**

Christian Adame, Assistant Education Director

Margaree Bigler, Marketing and Communications Manager

Paula Ibieta, Senior Communications Specialist

Airi Katsuta, Creative Media Specialist

Adriana Milinic Fanning, Digital Assets Manager

Josselin Salazar, Web and Social Media Coordinator

Keith Williams, Information Services Manager

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## Our Market

Our current market consists of our local and regional community, visitors to Phoenix and the state of Arizona, Museum Members, Museum donors, and corporate donors and corporate partners. The Museum has more than 284,000 annual visitors, and nearly 9,000 Museum Member households. The Museum has nearly 100,000 followers on multiple social media platforms, with more than 1.5 million visits to its homepage (phxart.org) each year. The Museum seeks to expand and diversify its audience, with a special focus on Hispanic youth and families, Millennials, senior citizens, LGBTQ+ audiences, and suburbanites in the Phoenix Metro area. It also seeks to expand its tourist visitorship with a special focus on tourists from Canada, the Midwest, and the West Coast.

In order to grow market share, the Museum must attract visitors from its diverse audience and convert them into Members. Currently, the majority of Members belong to a mature population, with general Members averaging 55 years old, and premier supporters in our Circles Membership averaging age 70. Leveraging an engaging and dynamic new website will be an essential element of converting new leads and underserved constituencies into Members.

Contrary to our overall Membership, Circles and donor demographics, the existing website is utilized by a diverse cross-section of the local, regional, national, and global market segments, with a significantly younger profile than our general Membership and donors. FY2017 user analytics demonstrate the following overview of demographics and behaviors:

- 65% female / 35% male
- 46% ages 18-34
- 30% ages 35-44
- 36% ages 45+
- Device by session: 47% desktop / 46% mobile / 7% tablet

## Website Needs – Overview

- Interactive, dynamic responsive design
- Clean and contemporary look and feel
- Content management system recommendation
- Bilingual (English and Spanish) user experience
- eCommerce integration for third-party platforms
- Custom smart search that provides curated results based on relevant and popular content, including current exhibitions, news, and collection works, and marketing initiatives, i.e. prioritization of results relevant to promote a current program or exhibition by an artist's name before a result that is less timely (e.g. top result is a current exhibition of an artist's work vs. a piece of art in the permanent collection)
- Events calendar with individual events pages
- Multimedia integration including video, photo and animation
- Various section, page, content types, and page view designs to feature diverse types of content
- Customizable webforms with potential integration for third-party platforms such as TypeForm
- SSL certificate and security features
- Google Analytics integration
- Optimized with SEO best practices
- Ongoing technical support
- Lead generation and lead capture capability (e.g. eNewsletter registration)
- Social media integration (e.g. sharing pages, social icons)
- Online donations
- Interactive photo and video galleries
- Media/news section with unique features, such as special access to Electronic Press Kits

# Phoenix Art Museum

## Website Content Types – Overview

Within the CMS, we will require interchangeable “building blocks” in order to build and update a variety of dynamic and customizable pages, sections and content views. Examples of potential section, page and content types, including but not limited to:

- **Homepage**  
*Main page of the website.*
- **Sections**  
*Subsections of the main site tailored to specific audience personas or content needs, e.g. /exhibition-name, /giving, /events, /students.*
- **Basic Page**  
*Standard page type using interchangeable content type components.*
- **Calendar of Events**  
*Page for browsing and finding events.*
- **Event**  
*Displays a single event or series of related events.*
- **Form**  
*Webform that can be integrated into any page/section.*
- **Directory**  
*Searchable directory of Museum offices, departments and staff contact information.*
- **Map**  
*Interactive map of Museum buildings, galleries and areas of interest, with potential integration of audio tours and collection images, or other related content on the site.*
- **Contact Information**  
*General contact information, including phone, email, and regular and special hours, that can be integrated with directory and viewed on website sections/pages (e.g. Museum store and restaurant).*
- **News/Blog**  
*Unique media/news section of website designed to feature individual stories, articles, press releases and profiles (see below), media contacts, and links to external sources of media mentions.*
- **Person/Story Profile**  
*Unique page type and view for sharing feature stories on artists, Museum advocates, exhibitions, special events, etc. This content type should be fully integrated into the news section, but able to be embedded in views on other pages throughout the site.*
- **Collection**  
*Integration of existing third-party digital media warehouse of Museum collection (Picition) into website with search functionality and content views.*
- **Announcement/Alert**  
*Content type that allows scheduled announcements and alerts to display on selected sections/pages (e.g. scheduled temporary notice of special holiday hours/closure of Museum restaurant).*
- **Files/Downloads**  
*Ability to attach downloadable files/content to specific pages, including potential for a ‘resources’ page view type for a large number of downloadable content within a section.*
- **Multimedia Galleries**  
*Content type for viewing a gallery of images and/or videos within a section/page, with capacity to upload directly into CMS or build a view of content from external resources, such as Picition collection, YouTube, Instagram, Flickr, etc.*
- **Links**  
*List view of external and internal relevant links published within a section or page.*
- **Publications**  
*Content type similar to blog/news to feature comprehensive digital publications, such as annual reports or exhibition guides (e.g. [SFMOMA Soundtracks](#) and [Marie Clare](#) article, linked below).*
- **Timeline**  
*Interactive timeline of historic Museum events and achievements.*

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- Gallery  
*A virtual tour of a gallery, with potential to include integration of audio tour and collection images.*
- Archive  
*Section pages for browsing archives.*

## Additional Components and Information

### Creative Copywriting

The Museum will seek assistance with crafting new written content for the website through creative copywriting that fulfills the brand promise of Phoenix Art Museum to *See Art Here, So More Here, See You Here*. The selected partner will work in collaboration with the Museum's Marketing and Communications team to develop select content for the website in phases throughout the development process. Spanish translation services are not included, and will be completed by the Museum independent of but in progress with the website buildout.

### Calendar of Events

Because events are so vital to building community around the Museum's resources, a robust calendar will need to be a part of the core deliverables. The new Museum site will need to include a calendar allowing visitors to more readily add events to their own calendars and share the event with others, with engaging views of events throughout a variety of pages and sections of the website.

### Faceted Website and Collection Search

In order to allow users to fluidly browse and search the Museum, events and programs, news, and collections, a robust search feature will provide multiple facets of search and filtering, such as by tag, date, interest, artist, keyword, medium, etc. The full search capability should also allow for the most relevant and timely results to be listed first, in order to promote the most current programs, exhibitions, and information to engage users to patronize the Museum. Our vision for the collection is to allow work to be organized and searchable by a variety of factors including artist, subcollection and theme, and other filters, in correspondence with the capabilities within the third-party collection database.

### Richly Connected "Web" of Content

The site will need to allow posts to be associated with other posts, and visitors will be able to traverse the site laterally through these connections. For example, exhibitions can be associated with podcast stories, artists, art objects, etc.

### Accessibility

Conceptually, the site will need to strive to make all aspects of the site compliant with WCAG 2.0 Level AA standards. These standards will help ensure the site's content is perceivable, operable, understandable, and robust for users of diverse abilities. We'll be looking at things like text size and contrast, ensuring visual media has a text alternative, preventing visually-induced malefic effects in users with maladies like vertigo and epilepsy, and more. Much of the standards also relate to how content is developed and disseminated, so selected vendor will include a brief accessibility primer during training.

## Optional New Website Functionality/Wish List

- Animation
- Enhanced media/video asset integrations
- Member profiles and log-in authentication to access special content
- 360-degree immersive videos (with Membership-based access)
- Integration of interactive art gallery
- Exploration of potential mobile application development and integration

## Integrations/3rd Party Technology Requirements

- Piction Digital Collection Warehouse
- Mailchimp or Constant Contact (email signup)
- eCommerce (open to suggestions, single administration interface required)
- Google Analytics
- TypeForm

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- Social Media Platforms
- Events Management System (if deemed required)
- Others Integrations as Identified in Discovery

## Hosting and On-Going Support

Please provide hosting recommendations knowing Museum will contract this effort separately.

Although our new site will have CMS capability, we would like to know what a website support effort might look like. Please provide allocated hours and cost association for this anticipated effort for both six-month and 12-month periods after project launch and completion, and continued support thereafter on a monthly basis.

## Inspirational Sites

<http://www.nationalparks.org>

We appreciate the homepage design, including bold, dynamic visuals, immediate branding “We Are Parks,” which matches with the Museum’s desire to immediately brand as *See Art Here, See More Here, See You Here*. We appreciate the seamless conversion of the desktop design to the mobile format, and appreciate the integration of bold visuals throughout. Would prefer more separation between secondary, tertiary and quaternary page design.

<http://sfmoma.org>

We appreciate the homepage design, which includes bold, dynamic visuals and embedded video. We appreciate the dropdown menu that quickly routes our visitors away from the homepage with ability to connect more rapidly with other content after being immersed in the homepage experience. We also appreciate that bold and dynamic visuals appear on multiple levels of the site.

<http://walkerart.org>

We appreciate the bold visuals and the clean typography and design. This site does a unique and masterful job of integrating brand standards through every aspect of the page design, including typography. Clean and simple design integrates significant quantities of information with large visuals so that it never feels overwhelming. The responsive design at all sizes is seamless while maintaining an immersive aesthetic.

<https://www.metMuseum.org/>

The lower half of the homepage boldly and quickly highlights essential current events/programming, news updates, and lead generation.

<https://www.vangoghMuseum.nl/en>

The “Meet Vincent” storytelling experience is immersive and dynamic, creating an effective sense of awe and wonder while providing historically relevant information and connections to the collection. Establishing a sense of inspiration for the Museum in this manner fulfills our mission to further engage our community in the experience of art and culture.

<http://www.vasamuseet.se/en>

The audioguide tells the story of the Museum, its galleries, exhibitions, and artworks in an easily accessible manner directly on the website, with integration of a map. The ability to continually expand content to include multiple languages increases access and engagement for patrons both at the Museum, and virtually around the world.

<https://www.museodelprado.es/en/>

The immersive visuals and bold simplicity of the homepage truly capture the user in an inspiring experience that brings art and culture to the forefront of the website across a seamlessly responsive design. Secondary sections and pages are equally effective in the providing easy navigation and a positive user experience in which information is readily understandable. The collection

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section of their site is overwhelmingly easy to use and beautifully designed to feature bold visual works, historical information, and technical details.

<https://www.thecjm.org/explore>

The Explore section provides a unique and dynamic reimagining of search functionality while presenting users with an option to find content that they did not even know they were looking for.

<https://new.artsmia.org/>

Overall one of our favorite examples of responsive design, in which a substantial amount of content is provided to the user in a modern, engaging, and dynamic experience drawing on visuals and consistent branding. The search and map features provide users easy access to essential information, as both visitors to galleries and true patrons of art and culture, with robust integration of imagery and collection details.

<http://whitney.org/>

The contemporary simplicity of the content reinforces brand identity throughout the website. Secondary and tertiary pages are easily navigable, with clear delineation of content presented in tiling and ordering based on responsive design. At all levels of experience, the collection views, search, and filtering are excellent.

<https://www.worldwildlife.org/>

We appreciate the immersive visuals that connect the user to the organizational mission with limited text. The secondary pages that focus information on the six areas of conservation work in order to appeal to specific interests in order to convert users into donors reflects the Museum's need to target some web content to segmented markets and constituents.

<http://artandarchitectureweekend.org/>

We appreciate the "quiet" and seamless functionality of this special event website from a Museum support group. The static image as the content moves above it, the simple typography and design, and the content transitions imbue a clean and contemporary feel for the user.

<https://www.moma.org/>

The contemporary simplicity of the MOMA website clearly and effectively reinforces its brand to new and existing users. Integrating a truly mobile-first concept, the site is easily navigated with a rich web of content presented in stark simplicity.

<http://www.marieclaire.com/politics/a18016/women-and-guns/>

This dynamic webpage demonstrates a potential digital publication experience for institutional efforts, such as annual reports for the public and donors, collection catalogs, and similar comprehensive messaging appeals that exist independent of but in concert with the main website.

<https://toolkit.climate.gov/climate-explorer2/>

A simple but striking search design that allows users to find content through a variety of search factors. The desktop view is effective, but is not currently designed for optimized use on alternate devices.

<https://performingarts.withgoogle.com/en/performances/carnegie-hall>

This site contains a great example of an immersive 360 website experience that could be applied to virtual gallery tours.

<http://leesferry.com/>

We appreciate the colorful collage style design, the integration of text and visuals. We also appreciate the subtle embedded video, and the integration of dynamic data seamlessly with the overall design.

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## Proposal & Presentation Requirements

- Company description
- Project process overview
- Recommended approach of how goals will be met, including proposed Content Management System
- Proposed timeline for development, testing, and launch
- Team biographies
- Five recent and relevant project samples (portfolio)
- Three client references
- Pricing
- Terms and conditions

Three (3) competitive proposals will be selected for presentation to a committee of Phoenix Art Museum staff for selection of the winning bid.

## Selection Criteria

The winning proposal will be selected by our team and will be based upon the following criteria:

- Company capabilities and project samples (portfolio)
- Company alignment with Museum mission and values
- Development process and approach
- Team experience and technical knowledge
- Ability to meet project schedule
- Pricing

Please send your letter of intent to submit a proposal and any questions to [webmaster@phxart.org](mailto:webmaster@phxart.org), no later than 4:00 PM (MST) on December 20, 2017.

Final proposals should be electronically submitted to [webmaster@phxart.org](mailto:webmaster@phxart.org), no later than 4:00 PM (MST) on December 29, 2017.