

CLARIFICATIONS

Procurement Process:	ECMWF Copernicus Procurement - Request for Proposal
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Title of Procurement:	Web site user experience and user journey
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Issued by ECMWF Administration Department, Procurement Section

CIS2_122_RFP_REQUEST FOR CLARIFICATION FORM

#	Category	Page/Part/Article/Section	Question	Answer by ECMWF	Date - answer is published by ECMWF
1	CIS2_122_RFP_Instructions & Specifications	5 Project specific background	Has any previous user experience research or analysis been conducted on the websites since 2016? If so, could you provide a brief overview of the findings or share any relevant reports? This information would help us understand the existing baseline and avoid duplicating prior efforts in our proposed approach.	There are no additional reports to share.	20/09/2024
2	CIS2_122_RFP_Instructions & Specifications	5 Project specific background	<p>Could you please provide information on the existing documentation for the current the websites? Specifically, we are interested in understanding:</p> <p>What type of documentation is available for the current website architecture, design, and content structure?</p> <p>Are there any existing user journey maps, site maps, or information architecture diagrams?</p> <p>Is there documentation on the current content management system or technical infrastructure?</p> <p>Access to this documentation would help us better understand the current state of the websites and allow us to propose a more targeted and effective approach for the user experience improvements.</p>	This information and other relevant internal documents will be shared with the successful bidder of this process.	20/09/2024
3	CIS2_122_RFP_Instructions & Specifications	5 Project specific background	<p>Could you please provide information on the types of user data currently available for the websites? Specifically, we are interested in understanding:</p> <p>What kind of web analytics data is collected and through what tools (e.g., Matomo, user behavior tracking)?</p> <p>Are there any existing user surveys or feedback mechanisms in place?</p> <p>Are there any records of user support requests or common issues reported?</p> <p>Have you conducted any recent user interviews or usability tests?</p> <p>Understanding the extent and nature of available user data will help us tailor our research methodology and ensure we build upon existing insights in our analysis and recommendations.</p>	We have recently moved to Matomo having previously used Google Analytics for measuring and monitoring traffic and behaviour to the websites, changing from Universal to GA4 last year. We have a user support helpdesk whose purpose is to resolve more technical issues with the Service's products and data but may occasionally receive requests about the website that are passed to the Communication team. Problems or queries may also be flagged over social media or via our press inbox if they come from journalists searching for something specific. We have a page of video resources on the sites that have a 'like' functionality to provide highlevel feedback on this content.	20/09/2024
4	CIS2_122_RFP_Instructions & Specifications	5 Project specific background	<p>Could you provide information about the current team structure and roles involved in managing and developing the websites? Specifically:</p> <p>What are the key roles in the current website team (e.g., product manager, UX designer, content strategist, web developer)?</p> <p>Are there dedicated teams for each website, or is there a single team managing both?</p> <p>Who will be our primary point of contact and key stakeholders during this project (roles)?</p> <p>Are there any subject matter experts or representatives from different user groups that we will need to interact with?</p> <p>Will we have direct access to the technical team responsible for implementing recommended changes for a feedback?</p> <p>Understanding the team structure and our key collaborators will help us plan our communication strategy and ensure efficient coordination throughout the project.</p>	The two Copernicus Service websites are overseen by one ECMWF Copernicus Web and Content Manager in the Communication team, who will be your primary contact. Much of the day to day content publishing and the web traffic analysis is done by our framework agencies. An additional external agency manages the technical build and maintenance. The various microsites are managed by separate partners and contractors. If needed you will have access to the Directors of the Services and key scientists who are most involved in the websites and we may be able to support access to a limited number of representatives from some user groups such as journalists or the European Commission but the bidder should plan for sourcing participants from the user groups themselves. ECMWF can advertise through Copernicus communication channels such as social media and newsletters. Access to the technical web development and maintenance agency is possible (although the contract will be up for renewal at the end of April 2025).	20/09/2024
5	CIS2_122_RFP_Instructions & Specifications	5 Project specific background	<p>Regarding user research and interviews:</p> <p>Does ECMWF have direct access to representatives from the various audience groups for user interviews?</p> <p>If not, should we include participant recruitment and compensation in our proposal and budget?</p> <p>Are there any specific requirements or restrictions for contacting and interviewing users of the websites?</p> <p>Understanding the availability of and access to user groups will help us accurately scope our research plan and budget, ensuring we can gather comprehensive insights from a representative sample of your audience.</p>	The user research and survey should be considered as part of the proposal but ECMWF can provide some assistance to identify them and contact them (see answer 9). Compensation can be budgeted for and discussed in negotiation with the successful bidder although ECMWF would prefer not to provide financial compensation to the interviewees. Depending on seniority, background or existing relationship with ECMWF/the European Commission, ECMWF may need approval or to advise on sensitivities on a case by case basis.	20/09/2024
6	Annex 2 - Forms to complete	LEGAL ENTITY - Individual	Should it be the CEO of the company / the contact person / the team who would work on the project?	Only one Legal identity form should be completed based on your status (individual, public entity or private company). The signatory must have the authority to legally bind the company.	20/09/2024
7	CIS2_122_RFP_Instructions & Specifications	page 12 / Project specific background	Can be the last user experience review (from 2016) shared?	This information and other relevant internal documents will be shared with the successful bidder of this process.	20/09/2024
8	CIS2_122_RFP_Instructions & Specifications	page 12 / Project specific background	Can you share what were the structural and navigational challenges, and from where do you know these are challenges?	Any additional information on this and other relevant internal documents will be shared with the successful bidder of this process.	20/09/2024
9	CIS2_122_RFP_Instructions & Specifications	page 12 / Audiences	Can you help with the recruitment of the multiple audiences, or provide contacts to them?	To a limited degree. We can advertise through our communication channels and provide access to some representatives but the bidder should also plan for recruiting from these audience groups given our contacts will all have a familiarity with the sites to some degree.	20/09/2024
10	CIS2_122_RFP_Instructions & Specifications	page 12 / Audiences	Could you mention some top contries for each audience group?	This information and other relevant internal documents will be shared with the successful bidder of this process.	20/09/2024

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11	CJS2_122_RFP_Instructions & Specifications	page 12 / Audiences	There are 2 mayor site. Can we get insights on which groups visit which sites (a, b or both)?	The audience groups mentioned in the RFP visit both sites to varying degrees. The successful bidder will have access to the analytics to see further geo/demographic data. We suspect scientific or more expert users remain the larger user groups but depending on the communication activity - such as media outreach - there will be spikes in visits by the other user groups.	20/09/2024
12	CJS2_122_RFP_Instructions & Specifications	page 13 / Technical requirements	Which are the funding countries? All of EU, or a few specific ones? Would be needed for recruitment	All EU member states contribute to the EU Space Programme and therefore contribute to Copernicus. Exceptionally some non-EU countries such as the UK contribute to the Copernicus component.	20/09/2024
13	CJS2_122_RFP_Instructions & Specifications	page 13 / Work Package 1 (WP1): Technical delivery	The document mentions that approval is needed for and any testing or interview scripts at each stage of the project. Do you have a dedicated team member for this? How long would the approval process take?	The ECMWF web manager will be your point of contact for this but will likely consult the Copernicus communication team lead for approval, with involvement of the Service Directors if needed. Timelines for approval can be agreed as part of negotiation. Approval times will depend on the amount, complexity and length of documents for review at the given time.	20/09/2024
14	CJS2_122_RFP_Instructions & Specifications	page 14 / Navigation and Information Architecture Proposals	What level of fidelity should be the wireframes and prototypes?	Level of fidelity required is likely to be dependent on the deliverable and the stage of the process and this can be agreed in discussion with the successful bidder, however, typically we would expect higher fidelity the later the stage of testing or for approval stages.	20/09/2024
15	CJS2_122_RFP_Instructions & Specifications	page 14 / Usability Improvement Proposals	Could you share the constraints of the Copernicus web template?	This information and other relevant internal documents will be shared with the successful bidder of this process.	20/09/2024

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16	CJS2_122_RFP_Instructions & Specifications	page 14 / Usability Improvement Proposals	What level of fidelity should be the Mock-ups or prototypes of the improved home and landing pages?	See answer 14.	20/09/2024
17	CJS2_122_RFP_Instructions & Specifications	page 14 / Usability Improvement Proposals	Do you have branding guidelines, design system to work with?	There are brand guidelines and templates. This information and other relevant internal documents will be shared with the successful bidder of this process.	20/09/2024
18	CJS2_122_RFP_Instructions & Specifications	page 14 / Validation Report(s)	Should we do the validation reports as well or just plan this? Would you need us to do the full prototyping for this? Or do you have your own team for this?	The successful bidder should validate and have proof supporting their recommendations i.e. the results of IA testing or success of new page designs . We do not have our own team. The level of prototyping will depend on what needs to be tested and based on what the bidder as an experienced agency knows to be the best but cost effective approach in consultation with ECMWF.	20/09/2024
19	CJS2_122_RFP_Instructions & Specifications	page 14 / Validation Report(s)	Who decides on the performance metrics? Should we specify these or do you have things in mind?	At this point of the process, the bidders can suggest some metrics for ECMWF to assess the knowledge and experience of the candidates. Final metrics will be discussed and agreed between ECMWF and the successful bidder upon the signature of the contract.	20/09/2024
20	CJS2_122_RFP_Instructions & Specifications	page 15 / Equipment, duration, budget, deliverables	How often do you need in-person meetings / collaboration?	Most meetings will be online. If the successful bidder recommends a kick-off or scoping meeting or workshop of significant duration, then this may be best in person, as would key findings, but ECMWF staff are dispersed and so online meetings should be the norm for both budget, environmental impact and ease.	20/09/2024
21	CJS2_122_RFP_Instructions & Specifications	page 16 / Proposal and project example	What should we have for the track record? Similar projects, industries, methods we used? In what format do you need this from us?	ECMWF will use the track record to evaluate the experience and knowledge of the bidders. There is no specific format required but the bidder can use the resources it may consider to better serve that purpose. Similar projects of a similar scale and complexity and for similar institutions would be of interest but overall we are looking for a track record that proves the bidder has the experience to complete the project successfully. Consider annexing project examples if it will adversely affect the page limit for the bid.	20/09/2024
22	Annex 3 - Agreement for Destination Earth Services	Payment terms	Our usual payment terms are monthly payments. Are you okay with this?	The payment schedule will be determined during the negotiation phase. Our standard practice is to establish six-month intervals between payments, however, quarterly or alternative arrangements can be considered based on discussions during the negotiations.	20/09/2024