

Call for Expressions of Interest - Website Redesign

Radio New Zealand is seeking a design company to assist in the redesign of its website at www.radionz.co.nz

Those interested must be able to demonstrate experience and competence in:

- online branding
- large-scale IA and UX changes
- mobile-first and object-based design principles
- working with NZ Government Web Standards
- agile methodologies

We are keen to maintain a consistent relationship with a specific designer throughout the project.

Your submission should include examples of:

- brand development/redevelopment
- rework of a large existing IA
- mobile-first design and use of object-based design
- examples of work that complies with the NZ Web Standards
- your use of agile methodologies in a project.

We expect the value of this project to be between \$100K and \$150K and to take 6 to 9 months to complete. You should also demonstrate that you have the resources to dedicate to a project of this size and scope. Radio New Zealand will work with the chosen provider to determine the final budget and project timeline. An overview of the project is included below.

As part of the selection process you may be required to present a pitch to us, and to provide references.

By issuing this EOI, Radio New Zealand is not committing to proceed further with any particular party.

Expressions of interest should be in PDF format and sent via email to:

Richard Hulse
Digital Product Lead
Radio New Zealand
richard.hulse@radionz.co.nz

(We will acknowledge your email within 24 hours.)

Your EOI document must arrive not later than **5pm on 20 July 2015**

Project Overview Statement

The following information was extracted from internal documentation.

Project name: Website redesign 2015

The Radio New Zealand website was significantly redesigned in 2013, and in 2014 that design was adapted to work across mobile and tablets. Traffic has increased significantly since then, but we now have the following issues:

- Increasing numbers of people arrive in the site on an inner page – they don't see the homepage or section homepages. Often they only look at one page and then leave again, which is likely to be due to them not being aware of what other content is available.
- Our navigation is still closely tied to the broadcast structure. This is a problem because it prevents us from bringing similar types of content together in a way which allows the audience to discover it easily, for example our music or arts and culture content.
- We do have a branding issue. People do think of us in relation to radio but struggle around our internet presence. We want to be RNZ.
- Overall, the look, feel, colour mix of our site etc... needs to change to reflect the vibrant content we produce and the audience we are reaching.
- We currently have very limited opportunities for our audience to interact with each other or us. This is a problem because we want to build and be part of a community. It's important for many reasons: the depth of our editorial coverage, the influence we have and how connected people are to what we do, among them.
- Limited ability to vary story-telling styles to match the needs of the story.

Objectives

- To increase the number of people who use RNZ's website by 40 per cent this year.
- To increase repeat visits
- To increase engagement with our audience, as measured by:
 - time on site
 - number of pages visited per user
 - qualitative research survey results
- Increase the relevance of Radio New Zealand and its programming to younger listeners and web-users, as measured by the increase in our overall audience.
- Increase the range of both content and story-telling styles presented on the site

The objectives for this project meet the following RNZ strategic goals:

1. To help grow the organisation's overall audience reach to 1 million people. Digital is tasked with playing a significant role in attracting new audience.
2. To help transform Radio New Zealand into an efficient multi-media organisation that takes full advantage of new technologies

3. To invest in what we do and make sure it is freely available to audiences where and when they want it.

Project description

We will address the brand issues by:

- Rebranding the site to be RNZ
- Changing the colour palette and associated styles throughout the site
- Ensuring any piece of content can be used anywhere.

We will increase engagement by:

- Improving the user experience of all inner pages with increased use of relevant content and clear onward navigation options
- Refocusing the information architecture and navigation around topics, but still providing clear paths for radio brand-centric discovery.
- Encouraging greater audience interactivity through making our content more shareable and providing the audience with more options to personalise their experience.
- Using the changes to grow more communities of interest around our great content.

- **Requirements**

- This project will focus on the needs of our current audience plus the new audience we need to attract. Design decisions will be based on user research and best practices in user experience design.
- The existing RNZ website must remain live and available to the public for the whole of the project.
- All existing content must continue to function and be displayed correctly in any new layouts or designs presentations.
- The new designs must work successfully on a range of devices, such as mobile phones and tablets. They must also be designed for flexibility with future devices.
- Staff must still be able to publish and edit new content, while their actual processes may change during the development phases.
- Radio New Zealand radio programming must be able to be promoted through the website
- All new developments must be able to be supported after launch by RNZ staff.
- All design and development work must meet the NZ Government Web Standards for accessibility and usability.

Constraints

- RNZ staff availability for this project is likely to be limited due to other work requirements. This is likely to have an effect on the timescale for the project.
- While some of the work can be completed in-house, the majority of the research and design stages will need to be contracted out, which will have budget implications.

Assumptions

- That this project is a top priority for the Digital team and all staff and resources required will be available in a timely manner.

Preliminary scope statement

The redesign project will include:

- Seeking expressions of Interest from external design companies, to cover the stages from initial research through to delivery of designs and templates.
- Selecting a suitable design company, based on their experience and competence in online branding, large-scale IA and UX changes, mobile-first and object-based design principles, and compliance with NZ Government Web Standards. We are keen to maintain a consistent relationship with a specific designer throughout the project.
- Engagement with staff and the public: gathering the input of as many people as possible throughout the project. This is likely to include testing early designs well before launch.
- Changes to information architecture (IA) of the site.
- Rebranding of the RNZ site (any wider RNZ branding aspects will need to be a separate project)
- Visual design and style guide development
- Managing all existing content to ensure continuity of functionality
- Templating – creating sets of templates for all necessary layouts
- Site build - this phase may begin before the delivery of the final templates, to allow for testing of early iterations with users
- User and technical testing
- Staff training for content providers (if required)
- Launch.

All staff, contractors and resources will be managed by the Project Manager.

All project work will be scheduled and regarded as high-priority.

Out of scope

- Redevelopment or updates to either of the RNZ apps
- Rebranding of on-air stations or external graphics – this work will require a separate project
- Management or branding of social media accounts.